

Department of California Highway Patrol
AREA MANAGEMENT EVALUATION
Chapter 8
PUBLIC REACTION

Area
Bakersfield

Division
Central

Number
420

Evaluated By Sgt. B. Romine

Date 07/30/08

07/26/08
FILE COPY

INSTRUCTIONS: Indicate items reviewed by placing a check in the "Evaluated" box and/or the "Action Required" box. If this form is used as a Correction Report, the "Correction" box should be initialed and dated as deficiencies are corrected. Answer individual items with "yes" or "no" answers, or fill in the blanks as indicated. If additional comments are necessary, the information can be placed in the Summary Statement. The Summary Statement should include significant findings, accomplishments or corrective actions, unresolved items, problems or progress, and the evaluator's overall impressions. This form can be completed in pen or pencil, and the Summary can be handwritten if desired.

Type of Evaluation

☒ Formal

☐ Informal

Suspense Date

Follow-up Required

☐ Yes ☒ No

☐ Correction Report
by _____

Commander's Review

Date

1. COMMUNITY OPINION

Evaluated ☒

Action Required ☐

Corrected ☐

a. How does the community as a whole feel about the Department? Overall, our local community has a good feeling about the CHP.

(1) Do all sectors of the community have the same opinion?

☒ Yes ☐ No

b. Has good rapport been established with leaders within the community?

☒ Yes ☐ No

c. Do people believe the Department represents their best interests?

☒ Yes ☐ No

d. Does the Department have the reputation of impartial enforcement of laws?

☒ Yes ☐ No

e. Do people in the community feel the Department is doing a good job?

☒ Yes ☐ No

f. How does the reputation of the Department compare with other agencies in the area? The CHP has a far better reputation than any other local agency.

2. THE OFFICER AND PUBLIC CONTACTS

Evaluated ☒

Action Required ☐

Corrected ☐

a. What procedures have been established to handle positive and/or negative comments by pleased/displeased motorists? Positive and negative comments are forwarded to a supervisor. If positive, the officer is notified and a comment is made on the CHP 100. If negative, the supervisor tries to resolve the situation by (Continued in comments)

(1) What is the ratio of compliments to complaints?

(2) Does it appear officers are making successful public contacts?

☒ Yes ☐ No

(3) Is recognition given to the complimented officers?

☒ Yes ☐ No

(a) How? CHP 100 form comments

(4) Has an effort been made to determine why some officers are more successful at positive public contacts?

☒ Yes ☐ No

(5) Are officers with patterns of complaints given corrective training and direction?

☒ Yes ☐ No

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b. Based on information from the public appearing at the Area office to clear citations, what is the general opinion of Area officers? Generally, the public does not give an opinion of Area officers when getting citations cleared. Their responses are generally neither positive or negative.

(1) What is the opinion of the public appearing at Court regarding Area officers? Approximately 90% of the public is unhappy with the entire process. There is nothing specific about the officers themselves.

(2) What, if any, other methods are utilized to determine public opinion of Area officers? Opinion letters in the local media.

3. NEWS MEDIA

Evaluated



Action Required



Corrected



a. Have guidelines been established to foster harmonious relations with the media?

☒ Yes ☐ No

(1) Does the media treat the Department favorably?

☒ Yes ☐ No

(2) Are media representatives satisfied with their relationship with the Department?

☒ Yes ☐ No

(a) Has good rapport been established between Area personnel and the media?

☒ Yes ☐ No

(3) Have Area personnel emphasized CMP goals when possible and applicable?

☒ Yes ☐ No

b. Procedures established for the dissemination of accident/incident information?

☒ Yes ☐ No

(1) Is "Code 20" or a similar device used for more spectacular incidents?

☒ Yes ☐ No

(a) How are other kinds of news information disseminated to the media? CHP 288, telephone interviews, on scene interviews

c. Are there special programs to handle specific traffic problems?

☒ Yes ☐ No

(1) Are multi-lingual programs emphasized?

☒ Yes ☐ No

(2) Are Public Affairs press releases distributed to the public in a timely manner?

☒ Yes ☐ No

(3) Is there adequate media involvement at local Area events?

☒ Yes ☐ No

d. How are releases produced by headquarters distributed? Faxed to local news media, sent to Area PIO for release

(1) Is there follow-up to ensure releases are received in a timely manner, and meet the needs of the media?

☒ Yes ☐ No

(2) Who is responsible to monitor the media for items concerning the Department? Area PIO

(a) Are significant items sent to headquarters?

☒ Yes ☐ No

(3) Do harmonious relations exist between the media and the PAO?

☒ Yes ☐ No

(4) Are CMP goals emphasized at PAO/TMC activities?

☒ Yes ☐ No

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4. SCHOOLS

Evaluated ☒

Action Required ☐

Corrected ☐

a. Is the program for schools specific to the needs of the Area?

☒ Yes ☐ No

(1) Who supervises the program? Area PIO

(2) Is preplanning evident in the school program?

☒ Yes ☐ No

(3) Is the program designed and directed toward the solution of specific problems?

☒ Yes ☐ No

(4) Are activities discussed and planned with school administrators?

☒ Yes ☐ No

(5) Has the program been approved by the commander?

☒ Yes ☐ No

(6) Does the program follow departmental priorities?

☒ Yes ☐ No

(7) Are all grades included?

☒ Yes ☐ No

(8) How is the success of the program measured? School officials are very favorable towards our programs

(9) Is it successful?

☒ Yes ☐ No

(10) Are activities coordinated in conjunction with Division recruitment efforts?

☒ Yes ☐ No

5. PUBLIC AFFAIRS PROGRAM

Evaluated ☒

Action Required ☐

Corrected ☐

a. Has the commander identified problems that should be resolved through the Public Affairs Program?

☒ Yes ☐ No

(1) Does the Public Affairs Program reach all groups within the community?

☒ Yes ☐ No

(2) Are ethnic groups problems considered?

☒ Yes ☐ No

(3) Are bilingual officers utilized?

☒ Yes ☐ No

(4) Is the current CMP emphasized when and where appropriate?

☒ Yes ☐ No

b. Does the commander keep the PAO fully briefed on current situations which may be newsworthy?

☒ Yes ☐ No

(1) Does the PAO report directly to the commander on public affairs matters?

☒ Yes ☐ No

(2) Does the PAO concentrate most of his/her efforts toward CMP goals and other departmental concerns?

☒ Yes ☐ No

(3) Does the PAO review the CMP quarterly?

☒ Yes ☐ No

(4) What action does the commander initiate when the goals of the CMP are not adequately addressed?

Commander gets regular updates so they are adequately addressed.

(5) Is the PAO addressing issues assigned to him/her in a timely manner?

☒ Yes ☐ No

c. Is the commander involved in public contacts?

☒ Yes ☐ No

(1) Is membership maintained in a service club, safety council, etc.?

☒ Yes ☐ No

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(2) Does the commander accept regular speaking engagements, or are these delegated to subordinates? Area

Commander handles all of the Area's speaking engagements. Speaking engagements in the resident post are handled by the resident post supervisor.

(a) If experience is lacking, is the commander doing anything to correct this?

☒ Yes ☐ No

(3) Are supervisors involved in the community?

☒ Yes ☐ No

(a) Do they make public appearances?

☒ Yes ☐ No

(b) Is training provided for those who lack experience?

N/A *N/A* ☐ Yes ☒ No

(4) Are all supervisors aware of CMP goals and the approach the public affairs program has taken towards them?

☒ Yes ☐ No

(a) Are action steps being addressed in a timely manner?

☒ Yes ☐ No

d. Are all employees encouraged to participate in public affairs programs?

☒ Yes ☐ No

(1) Are employees given appropriate recognition for their involvement in community activities which enhance the image of the Department?

☒ Yes ☐ No

COMMENTS 2 a. continued: informing the caller what the Area's actions will be to alleviate the problem. If it involves the actions/non-actions of an officer, the supervisor ascertains whether the party wishes to file a complaint against the officer. In either case, the supervisor will discuss the incident with the officer.

AREA	DIVISION	NUMBER
Grapevine Insp. Fac.	Central	8
EVALUATED BY	DATE	
S. A. Netzer	10/01/2008	

INSTRUCTIONS: Indicate items reviewed by placing a check in the "Evaluated" box and/or the "Action Required" box. If this form is used as a Correction Report, the "Correction" box should be initialed and dated as deficiencies are corrected. Answer individual items with "yes" or "no" answers, or fill in the blanks as indicated. If additional comments are necessary, the information can be placed on the CHP 454, Area Management Evaluation Supplement. The Supplement should include significant findings, accomplishments or corrective actions, unresolved items, problems or progress, and the evaluator's overall impressions. This form can be completed in pen or pencil, and the Supplement can be handwritten if desired.

TYPE OF EVALUATION <input type="checkbox"/> Formal Evaluation <input checked="" type="checkbox"/> Informal Evaluation		SUSPENSE DATE	
FOLLOW-UP REQUIRED <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No		<input type="checkbox"/> Correction Report BY _____	COMMANDER'S REVIEW S. A. Netzer DATE 10/01/2008
1. COMMUNITY OPINION		EVALUATED X	ACTION REQUIRED CORRECTED

a. How does the community as a whole feel about the Department? Surrounding community is positive. Local trucking association has favorable opinion.

(1) Do all sectors of the community have the same opinion? ☐ Yes ☐ No

b. Has good rapport been established with leaders within the community? ☒ Yes ☐ No

c. Do people believe the Department represents their best interests? ☒ Yes ☐ No

d. Does the Department have the reputation of impartially enforcing laws? ☒ Yes ☐ No

e. Do people in the community feel the Department is doing a good job? ☒ Yes ☐ No

f. How does the reputation of the Department compare with other agencies in the area?

2. THE OFFICER AND PUBLIC CONTACTS

EVALUATED X	ACTION REQUIRED	CORRECTED
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a. What procedures have been established to handle positive and/or negative comments by pleased/displeased motorists?

(1) What is the ratio of compliments to complaints?

(2) Does it appear officers are making successful public contacts? ☒ Yes ☐ No

(3) Is recognition given to the complimented officers? ☒ Yes ☐ No

(a) How? 100 form comments or placement of letters/cards in personnel file.

(4) Has an effort been made to determine why some officers are more successful at positive public contacts? ☐ Yes ☒ No

(5) Are officers with patterns of complaints provided with corrective training and direction? ☒ Yes ☐ No

b. Based on information from the public appearing at the Area office to clear citations, what is the general opinion of Area officers?

Favorable for officers and CVIS's.

(1) What is the opinion of the public appearing at court regarding Area officers?

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(2) What, if any, other methods are utilized to determine public opinion of Area officers?

3. NEWS MEDIA	EVALUATED	ACTION REQUIRED	CORRECTED
	X		

a. Have guidelines been established to foster harmonious relations with the new media? ☒ Yes ☐ No

(1) Does the media treat the Department favorably? ☒ Yes ☐ No

(2) Are media representatives satisfied with their relationship with the Department? ☒ Yes ☐ No

(a) Has good rapport been established between Area personnel and the media? ☒ Yes ☐ No

(3) Have personnel emphasized the Strategic Plan goals when possible and applicable? ☒ Yes ☐ No

b. Have procedures been established for the routine dissemination of accident/incident information? ☒ Yes ☐ No

(1) Is "Code 20" or a similar device used for more spectacular incidents? ☐ Yes ☐ No

(a) How are other kinds of news information disseminated to the media?

c. Are there specially prepared and coordinated programs to handle specific traffic problems? ☐ Yes ☐ No

(1) Are multi-lingual programs emphasized? ☐ Yes ☒ No

(2) Are public affairs press releases distributed to the public in a timely manner? ☒ Yes ☐ No

(3) Is there adequate media involvement at local Area events? ☒ Yes ☐ No

d. How are releases produced by headquarters distributed?

(1) Is there follow-up to ensure releases are received in a timely manner, and meet the needs of the media? ☐ Yes ☐ No

(2) Who is responsible to monitor the media for items concerning the Department?

(a) Are significant items sent to headquarters? ☒ Yes ☐ No

(3) Are harmonious relations established and maintained with the media by the PAO? ☒ Yes ☐ No

(4) Are strategic goals emphasized at PAO/TMC activities? ☒ Yes ☐ No

4. SCHOOLS	EVALUATED	ACTION REQUIRED	CORRECTED
	X		

a. Has the commander identified problems that should be resolved through the public affairs program? ☐ Yes ☒ No

(1) Who supervises the program? ☐ Yes ☐ No

(2) Is preplanning evident in the school program? ☐ Yes ☐ No

(3) Is the program designed and directed toward the solution of specific problems? ☐ Yes ☐ No

(4) Are activities discussed and planned with school administrators? ☐ Yes ☐ No

(5) Has the program been approved by the commander? ☐ Yes ☐ No

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(6) Does the program follow departmental priorities? ☐ Yes ☐ No

(7) Are all grade levels included? ☐ Yes ☐ No

(8) How is the success of the program measured?

(9) Is it successful? ☐ Yes ☐ No

(10) Are activities coordinated in conjunction with Division recruitment efforts? ☐ Yes ☐ No

5. PUBLIC AFFAIRS PROGRAM

EVALUATED

X

ACTION REQUIRED

CORRECTED

a. Has the commander identified problems that should be resolved through the Public Affairs Program? ☐ Yes ☐ No

(1) Does the Public Affairs Program reach all appropriate groups within the community? ☐ Yes ☐ No

(2) Are ethnic groups' problems considered? ☐ Yes ☐ No

(3) Are bilingual officers utilized? ☐ Yes ☐ No

(4) Is the current Strategic Plan emphasized when and where appropriate? ☒ Yes ☐ No

b. Does the commander keep the PAO fully briefed on current situations which may be newsworthy? ☐ Yes ☐ No

(1) Does the PAO report directly to the commander on public affairs matters? ☐ Yes ☐ No

(2) Does the PAO concentrate most of his/her efforts toward strategic goals other departmental concerns? ☐ Yes ☐ No

(3) Does the PAO review the Strategic Plan quarterly? ☐ Yes ☐ No

(4) What action does the commander initiate when the goals of the Strategic Plan are not adequately addressed?

(5) Is the PAO addressing issues assigned to him/her in a timely manner? ☐ Yes ☐ No

c. Is the commander involved in public contacts? ☐ Yes ☐ No

(1) Is membership maintained in a service club, safety council, etc.? ☐ Yes ☐ No

(2) Does the commander accept regular speaking engagements, or are these delegated to subordinates?

(a) If experience is lacking, is the commander doing anything to correct this? ☐ Yes ☐ No

(3) Are supervisors involved in the community? ☐ Yes ☐ No

(a) Do they make public appearances? ☐ Yes ☐ No

(b) Is training provided for those who lack experience? ☐ Yes ☐ No

(4) Are all supervisors aware of strategic goals and the approach the public affairs program has taken towards them? ☐ Yes ☐ No

(a) Are action steps being addressed in a timely manner? ☐ Yes ☐ No


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- | | | |
|---|------------------------------|-----------------------------|
| d. Are all employees encouraged to understand and participate in public affairs programs? | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
|---|------------------------------|-----------------------------|
-
- | | | |
|--|------------------------------|-----------------------------|
| (1) Are employees given appropriate recognition for their involvement in community activities which enhance the image of the Department? | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
|--|------------------------------|-----------------------------|
-
- | | | |
|--|------------------------------|-----------------------------|
| (2) Are employees aware of the Department's Mentor Program as described in Management Memorandum 05-013, California Highway Patrol Youth Mentor Program? | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
|--|------------------------------|-----------------------------|
-

Facility serves mainly the trucking industry. The commander attends the local trucking association meetings. The Facility has an annual "Driver Appreciation Day" in partnership with the trucking association to promote safety. Local media has attended the event.. Media attends the event.

AREA Sonora	DIVISION Central	NUMBER 425
EVALUATED BY J. L. Jacobs		DATE 08/20/2008

INSTRUCTIONS: Indicate items reviewed by placing a check in the "Evaluated" box and/or the "Action Required" box. If this form is used as a Correction Report, the "Correction" box should be initialed and dated as deficiencies are corrected. Answer individual items with "yes" or "no" answers, or fill in the blanks as indicated. If additional comments are necessary, the information can be placed on the CHP 454, Area Management Evaluation Supplement. The Supplement should include significant findings, accomplishments or corrective actions, unresolved items, problems or progress, and the evaluator's overall impressions. This form can be completed in pen or pencil, and the Supplement can be handwritten if desired.

TYPE OF EVALUATION <input type="checkbox"/> Formal Evaluation <input checked="" type="checkbox"/> Informal Evaluation		SUSPENSE DATE 10/31/2008	
FOLLOW-UP REQUIRED <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No		COMMANDER'S REVIEW  DATE 10/31/08	
BY <input type="checkbox"/> Correction Report _____		EVALUATED Yes	ACTION REQUIRED No

1. COMMUNITY OPINION

a. How does the community as a whole feel about the Department? The community, as a whole, feels the Area is meeting their needs of enforcement, education and information.

(1) Do all sectors of the community have the same opinion? ☒ Yes ☐ No

b. Has good rapport been established with leaders within the community? ☒ Yes ☐ No

c. Do people believe the Department represents their best interests? ☒ Yes ☐ No

d. Does the Department have the reputation of impartially enforcing laws? ☒ Yes ☐ No

e. Do people in the community feel the Department is doing a good job? ☒ Yes ☐ No

f. How does the reputation of the Department compare with other agencies in the area? We are a recognized leader in Law Enforcement and professionalism.

2. THE OFFICER AND PUBLIC CONTACTS

EVALUATED Yes	ACTION REQUIRED No	CORRECTED
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a. What procedures have been established to handle positive and/or negative comments by pleased/displeased motorists? Officers are recognized for their efforts and counseled when necessary.

(1) What is the ratio of compliments to complaints? Approximately 4:1.

(2) Does it appear officers are making successful public contacts? ☒ Yes ☐ No

(3) Is recognition given to the complimented officers? ☒ Yes ☐ No

(a) How? Briefings, training days, 100 forms, Commendable Form2's, and all documents filed in their field folder.

(4) Has an effort been made to determine why some officers are more successful at positive public contacts? ☒ Yes ☐ No

(5) Are officers with patterns of complaints provided with corrective training and direction? ☒ Yes ☐ No

b. Based on information from the public appearing at the Area office to clear citations, what is the general opinion of Area officers? Officers are doing their job in a fair and impartial manner.

(1) What is the opinion of the public appearing at court regarding Area officers? The public has a general frustration of receiving a citation, however, the frustration is not directed towards the officer. It appears the frustration is a result of the embarrassment of being involved in a police contact, rather than frustration towards the officers.

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(2) What, if any, other methods are utilized to determine public opinion of Area officers? Community meetings and discussion by supervision with the general public at events other than scheduled meetings.

3. NEWS MEDIA	EVALUATED Yes	ACTION REQUIRED No	CORRECTED
a. Have guidelines been established to foster harmonious relations with the new media?			<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
(1) Does the media treat the Department favorably?			<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
(2) Are media representatives satisfied with their relationship with the Department?			<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
(a) Has good rapport been established between Area personnel and the media?			<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
(3) Have personnel emphasized the Strategic Plan goals when possible and applicable?			<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
b. Have procedures been established for the routine dissemination of accident/incident information?			<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
(1) Is "Code 20" or a similar device used for more spectacular incidents?			<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
(a) How are other kinds of news information disseminated to the media? CHP 288, TMC, CMS, radio and newspaper.			
c. Are there specially prepared and coordinated programs to handle specific traffic problems?			<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
(1) Are multi-lingual programs emphasized?			<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
(2) Are public affairs press releases distributed to the public in a timely manner?			<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
(3) Is there adequate media involvement at local Area events?			<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
d. How are releases produced by headquarters distributed? By the PIO when received.			
(1) Is there follow-up to ensure releases are received in a timely manner, and meet the needs of the media?			<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
(2) Who is responsible to monitor the media for items concerning the Department? Commander, sergeants and the PIO.			
(a) Are significant items sent to headquarters?			<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
(3) Are harmonious relations established and maintained with the media by the PAO?			<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
(4) Are strategic goals emphasized at PAO/TMC activities?			<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No

4. SCHOOLS	EVALUATED Yes	ACTION REQUIRED No	CORRECTED
a. Has the commander identified problems that should be resolved through the public affairs program?			<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
(1) Who supervises the program?			<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
(2) Is preplanning evident in the school program?			<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
(3) Is the program designed and directed toward the solution of specific problems?			<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
(4) Are activities discussed and planned with school administrators?			<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
(5) Has the program been approved by the commander?			<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No

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(6) Does the program follow departmental priorities?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
(7) Are all grade levels included?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
(8) How is the success of the program measured? The Commander supervises the Area's programs. The success of the programs are measured by the statistical rate of incidents compared to the at risk groups involved in the sponsored programs.		
(9) Is it successful?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
(10) Are activities coordinated in conjunction with Division recruitment efforts?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
5. PUBLIC AFFAIRS PROGRAM	EVALUATED Yes	ACTION REQUIRED No
a. Has the commander identified problems that should be resolved through the Public Affairs Program?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
(1) Does the Public Affairs Program reach all appropriate groups within the community?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
(2) Are ethnic groups' problems considered?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
(3) Are bilingual officers utilized?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
(4) Is the current Strategic Plan emphasized when and where appropriate?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
b. Does the commander keep the PAO fully briefed on current situations which may be newsworthy?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
(1) Does the PAO report directly to the commander on public affairs matters?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
(2) Does the PAO concentrate most of his/her efforts toward strategic goals other departmental concerns?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
(3) Does the PAO review the Strategic Plan quarterly?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
(4) What action does the commander initiate when the goals of the Strategic Plan are not adequately addressed? The Strategic Plan is addressed monthly at Staff Meetings. Deficiencies are addressed, a course of action is established and given to involved personnel. Follow-up is performed as necessary.		
(5) Is the PAO addressing issues assigned to him/her in a timely manner?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
c. Is the commander involved in public contacts?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
(1) Is membership maintained in a service club, safety council, etc.?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
(2) Does the commander accept regular speaking engagements, or are these delegated to subordinates? The Commander, and or PIO attends the majority of engagements. Sergeants and other officers are asked to fill in if necessary.		
(a) If experience is lacking, is the commander doing anything to correct this?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
(3) Are supervisors involved in the community?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
(a) Do they make public appearances?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
(b) Is training provided for those who lack experience?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
(4) Are all supervisors aware of strategic goals and the approach the public affairs program has taken towards them?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
(a) Are action steps being addressed in a timely manner?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No

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d. Are all employees encouraged to understand and participate in public affairs programs?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
(1) Are employees given appropriate recognition for their involvement in community activities which enhance the image of the Department?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
(2) Are employees aware of the Department's Mentor Program as described in Management Memorandum 05-013, California Highway Patrol Youth Mentor Program?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No

5.c.(1) - Kiwanis Club

5.d.(1) - Flexible schedule for coaches.

M e m o r a n d u m

Date: May 30, 2008

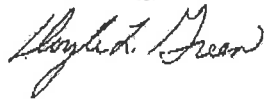
To: Central Division

From: **DEPARTMENT OF CALIFORNIA HIGHWAY PATROL**
Buttonwillow Area

File No.: 426.10857

Subject: AREA MANAGEMENT EVALUATION - CHP 453H - PUBLIC REACTION -
INFORMAL EVALUATION

Attached is in a Public Reaction Informal Evaluation, per HPG 22.1, conducted by Officer Justin Olson, of the Buttonwillow Area. No follow-up correction report is required. Contact me at (661)764-5580, if you have any questions.




D. L. GREEN, Lieutenant
Area Commander

**AREA MANAGEMENT EVALUATION
PUBLIC REACTION**

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AREA 426	DIVISION 401	NUMBER
EVALUATED BY J. Olson, #15704		DATE 04/29/2008

INSTRUCTIONS: Indicate items reviewed by placing a check in the "Evaluated" box and/or the "Action Required" box. If this form is used as a Correction Report, the "Correction" box should be initialed and dated as deficiencies are corrected. Answer individual items with "yes" or "no" answers, or fill in the blanks as indicated. If additional comments are necessary, the information can be placed on the CHP 454, Area Management Evaluation Supplement. The Supplement should include significant findings, accomplishments or corrective actions, unresolved items, problems or progress, and the evaluator's overall impressions. This form can be completed in pen or pencil, and the Supplement can be handwritten if desired.

TYPE OF EVALUATION <input type="checkbox"/> Formal Evaluation <input checked="" type="checkbox"/> Informal Evaluation		SUSPENSE DATE	
FOLLOW-UP REQUIRED <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	<input type="checkbox"/> Correction Report BY _____	COMMANDER'S REVIEW 	DATE 4-28-08
1. COMMUNITY OPINION		EVALUATED	ACTION REQUIRED
			CORRECTED

a. How does the community as a whole feel about the Department? The community feels that the Department is invaluable to safe travel on area roadways.

(1) Do all sectors of the community have the same opinion? ☒ Yes ☐ No

b. Has good rapport been established with leaders within the community? ☒ Yes ☐ No

c. Do people believe the Department represents their best interests? ☒ Yes ☐ No

d. Does the Department have the reputation of impartially enforcing laws? ☒ Yes ☐ No

e. Do people in the community feel the Department is doing a good job? ☒ Yes ☐ No

f. How does the reputation of the Department compare with other agencies in the area? The public perception is that Department Employees are more professional than other agency officers.

2. THE OFFICER AND PUBLIC CONTACTS	EVALUATED X	ACTION REQUIRED	CORRECTED
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a. What procedures have been established to handle positive and/or negative comments by pleased/displeased motorists? The positive comments are handled by sending thank-you letters to the motorists. The negative comments are possible citizen complaints.

(1) What is the ratio of compliments to complaints? 5 compliments to 1 complaint.

(2) Does it appear officers are making successful public contacts? ☒ Yes ☐ No

(3) Is recognition given to the complimented officers? ☒ Yes ☐ No

(a) How? CHP 100 comments, CHP 2

(4) Has an effort been made to determine why some officers are more successful at positive public contacts? ☒ Yes ☐ No

(5) Are officers with patterns of complaints provided with corrective training and direction? ☒ Yes ☐ No

b. Based on information from the public appearing at the Area office to clear citations, what is the general opinion of Area officers? That the Area officers are professional and thorough.

(1) What is the opinion of the public appearing at court regarding Area officers? That officers are completing their duties as required.

AREA MANAGEMENT EVALUATION

PUBLIC REACTION

CHP 453H (Rev. 5-06) OPI 009

(2) What, if any, other methods are utilized to determine public opinion of Area officers?

Soliciting input from

community leaders and area business owners.

3. NEWS MEDIA

EVALUATED

ACTION REQUIRED

CORRECTED

a. Have guidelines been established to foster harmonious relations with the new media?

☒ Yes ☐ No

(1) Does the media treat the Department favorably?

☒ Yes ☐ No

(2) Are media representatives satisfied with their relationship with the Department?

☒ Yes ☐ No

(a) Has good rapport been established between Area personnel and the media?

☒ Yes ☐ No

(3) Have personnel emphasized the Strategic Plan goals when possible and applicable?

☒ Yes ☐ No

b. Have procedures been established for the routine dissemination of accident/incident information?

☒ Yes ☐ No

(1) Is "Code 20" or a similar device used for more spectacular incidents?

☒ Yes ☐ No

(a) How are other kinds of news information disseminated to the media?

The PAO contacts media representatives

directly and speaks to a Midway Driller reporter weekly.

c. Are there specially prepared and coordinated programs to handle specific traffic problems?

☒ Yes ☐ No

(1) Are multi-lingual programs emphasized?

☒ Yes ☐ No

(2) Are public affairs press releases distributed to the public in a timely manner?

☒ Yes ☐ No

(3) Is there adequate media involvement at local Area events?

☒ Yes ☐ No

d. How are releases produced by headquarters distributed?

The PAO sends HQ press releases to the local newspaper (Midway

Driller).

(1) Is there follow-up to ensure releases are received in a timely manner, and meet the needs of the media?

☒ Yes ☐ No

(2) Who is responsible to monitor the media for items concerning the Department?

PAO

(a) Are significant items sent to headquarters?

☒ Yes ☐ No

(3) Are harmonious relations established and maintained with the media by the PAO?

☒ Yes ☐ No

(4) Are strategic goals emphasized at PAO/TMC activities?

☒ Yes ☐ No

SCHOOLS

EVALUATED

ACTION REQUIRED

CORRECTED

a. Has the commander identified problems that should be resolved through the public affairs program?

☒ Yes ☐ No

(1) Who supervises the program?

LT. D. GREEN

☐ Yes ☐ No

(2) Is preplanning evident in the school program?

☒ Yes ☐ No

(3) Is the program designed and directed toward the solution of specific problems?

☒ Yes ☐ No

(4) Are activities discussed and planned with school administrators?

☒ Yes ☐ No

(5) Has the program been approved by the commander?

☒ Yes ☐ No

AREA MANAGEMENT EVALUATION

PUBLIC REACTION

CHP 453H (Rev. 5-06) OPI 009

(6) Does the program follow departmental priorities?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
(7) Are all grade levels included?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
(8) How is the success of the program measured?	The success is measured by feedback from school administrators and teachers.	
(9) Is it successful?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
(10) Are activities coordinated in conjunction with Division recruitment efforts?	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No

5. PUBLIC AFFAIRS PROGRAM

	EVALUATED	ACTION REQUIRED	CORRECTED
a. Has the commander identified problems that should be resolved through the Public Affairs Program?	<input checked="" type="checkbox"/>		
(1) Does the Public Affairs Program reach all appropriate groups within the community?	<input checked="" type="checkbox"/>		
(2) Are ethnic groups' problems considered?	<input checked="" type="checkbox"/>		
(3) Are bilingual officers utilized?	<input checked="" type="checkbox"/>		
(4) Is the current Strategic Plan emphasized when and where appropriate?	<input checked="" type="checkbox"/>		
b. Does the commander keep the PAO fully briefed on current situations which may be newsworthy?	<input checked="" type="checkbox"/>		
(1) Does the PAO report directly to the commander on public affairs matters?	<input checked="" type="checkbox"/>		
(2) Does the PAO concentrate most of his/her efforts toward strategic goals other departmental concerns?	<input checked="" type="checkbox"/>		
(3) Does the PAO review the Strategic Plan quarterly?	<input checked="" type="checkbox"/>		
(4) What action does the commander initiate when the goals of the Strategic Plan are not adequately addressed?	The Commander arranges safety meetings at area businesses and safety demonstrations at area schools. As well as developing Special Enforcement Units to focus on problem areas.		
(5) Is the PAO addressing issues assigned to him/her in a timely manner?	<input checked="" type="checkbox"/>		
c. Is the commander involved in public contacts?	<input checked="" type="checkbox"/>		
(1) Is membership maintained in a service club, safety council, etc.?	<input checked="" type="checkbox"/>		
(2) Does the commander accept regular speaking engagements, or are these delegated to subordinates?	The Commander and PAO handle speaking engagements.		
(a) If experience is lacking, is the commander doing anything to correct this?	<input checked="" type="checkbox"/>		
(3) Are supervisors involved in the community?	<input checked="" type="checkbox"/>		
(a) Do they make public appearances?	<input checked="" type="checkbox"/>		
(b) Is training provided for those who lack experience?	<input checked="" type="checkbox"/>		
(4) Are all supervisors aware of strategic goals and the approach the public affairs program has taken towards them?	<input checked="" type="checkbox"/>		
(a) Are action steps being addressed in a timely manner?	<input checked="" type="checkbox"/>		

AREA MANAGEMENT EVALUATION

PUBLIC REACTION

CHP 453H (Rev. 5-06) OPI 009

d. Are all employees encouraged to understand and participate in public affairs programs?

☒ Yes

☐ No

(1) Are employees given appropriate recognition for their involvement in community activities which enhance the image of the Department?

☒ Yes

☐ No

(2) Are employees aware of the Department's Mentor Program as described in Management Memorandum 05-013, California Highway Patrol Youth Mentor Program?

☒ Yes

☐ No

AREA MANAGEMENT EVALUATION

PUBLIC REACTION

CHP 453H (Rev. 5-06) OPI 009

Fresno/435

Central/401

Chapter 8

EVALUATED BY

R. Huerta, Capt./P. Solorzano, Officer

DATE

10/10/2008

INSTRUCTIONS: Indicate items reviewed by placing a check in the "Evaluated" box and/or the "Action Required" box. If this form is used as a Correction Report, the "Correction" box should be initialed and dated as deficiencies are corrected. Answer individual items with "yes" or "no" answers, or fill in the blanks as indicated. If additional comments are necessary, the information can be placed on the CHP 454, Area Management Evaluation Supplement. The Supplement should include significant findings, accomplishments or corrective actions, unresolved items, problems or progress, and the evaluator's overall impressions. This form can be completed in pen or pencil, and the Supplement can be handwritten if desired.

TYPE OF EVALUATION

☐ Formal Evaluation☒ Informal Evaluation

SUSPENSE DATE

FOLLOW-UP REQUIRED

☐ Correction Report☐ Yes☒ No

BY

COMMANDER'S REVIEW

DATE

EVALUATED

X

ACTION REQUIRED

No

CORRECTED

1. COMMUNITY OPINION

a. How does the community as a whole feel about the Department? The community views the Department as a knowledgeable and professional organization from feedback from Community Organization meetings.

(1) Do all sectors of the community have the same opinion?

☒ Yes☐ No

b. Has good rapport been established with leaders within the community?

☒ Yes☐ No

c. Do people believe the Department represents their best interests?

☒ Yes☐ No

d. Does the Department have the reputation of impartially enforcing laws?

☒ Yes☐ No

e. Do people in the community feel the Department is doing a good job?

☒ Yes☐ No

f. How does the reputation of the Department compare with other agencies in the area?

CHP is consistently viewed as the

most professional.

2. THE OFFICER AND PUBLIC CONTACTS

EVALUATED

X

ACTION REQUIRED

CORRECTED

a. What procedures have been established to handle positive and/or negative comments by pleased/displeased motorists? See attached.

(1) What is the ratio of compliments to complaints? See attached

(2) Does it appear officers are making successful public contacts?

☒ Yes☐ No

(3) Is recognition given to the complimented officers?

☒ Yes☐ No

(a) How? 100 form comments and commendable form 2.

(4) Has an effort been made to determine why some officers are more successful at positive public contacts?

☒ Yes☐ No

(5) Are officers with patterns of complaints provided with corrective training and direction?

☒ Yes☐ No

b. Based on information from the public appearing at the Area office to clear citations, what is the general opinion of Area officers?

Area officers are knowledgeable regarding traffic violations and treat the public in a professional manner.

(1) What is the opinion of the public appearing at court regarding Area officers?

Area officers are dressed professionally

and prepared for court testimony.

NOV 13 2008

AREA MANAGEMENT EVALUATION

PUBLIC REACTION

CHP 453H (Rev. 5-06) OPI 009

(2) What, if any, other methods are utilized to determine public opinion of Area officers?

Officers and Sergeants

participate in community events, i.e. traffic safety booths, presentations and receive positive feedback from the public.

3. NEWS MEDIA	EVALUATED	ACTION REQUIRED	CORRECTED
	X		

a. Have guidelines been established to foster harmonious relations with the new media?

☒ Yes ☐ No

(1) Does the media treat the Department favorably?

☒ Yes ☐ No

(2) Are media representatives satisfied with their relationship with the Department?

☒ Yes ☐ No

(a) Has good rapport been established between Area personnel and the media?

☒ Yes ☐ No

(3) Have personnel emphasized the Strategic Plan goals when possible and applicable?

☒ Yes ☐ No

b. Have procedures been established for the routine dissemination of accident/incident information?

☒ Yes ☐ No

(1) Is "Code 20" or a similar device used for more spectacular incidents?

☒ Yes ☐ No

(a) How are other kinds of news information disseminated to the media?

The Area Commander or PIO are guests on

TV morning talk shows and radio shows. Also, CHP 288 (press release).

c. Are there specially prepared and coordinated programs to handle specific traffic problems?

☒ Yes ☐ No

(1) Are multi-lingual programs emphasized?

☒ Yes ☐ No

(2) Are public affairs press releases distributed to the public in a timely manner?

☒ Yes ☐ No

(3) Is there adequate media involvement at local Area events?

☒ Yes ☐ No

d. How are releases produced by headquarters distributed?

Faxed to Area from Headquarters, Area to TMC which faxes them to

the media outlets.

(1) Is there follow-up to ensure releases are received in a timely manner, and meet the needs of the media?

☒ Yes ☐ No

(2) Who is responsible to monitor the media for items concerning the Department?

Area Commander and PIO

(a) Are significant items sent to headquarters?

☒ Yes ☐ No

(3) Are harmonious relations established and maintained with the media by the PAO?

☒ Yes ☐ No

(4) Are strategic goals emphasized at PAO/TMC activities?

☒ Yes ☐ No

4. SCHOOLS

EVALUATED	ACTION REQUIRED	CORRECTED
X		

a. Has the commander identified problems that should be resolved through the public affairs program?

☒ Yes ☐ No

(1) Who supervises the program?

☒ Yes ☐ No

(2) Is preplanning evident in the school program?

☒ Yes ☐ No

(3) Is the program designed and directed toward the solution of specific problems?

☒ Yes ☐ No

(4) Are activities discussed and planned with school administrators?

☒ Yes ☐ No

(5) Has the program been approved by the commander?

☒ Yes ☐ No

STATE OF CALIFORNIA
DEPARTMENT OF CALIFORNIA HIGHWAY PATROL
AREA MANAGEMENT EVALUATION
PUBLIC REACTION
CHP 453H (Rev. 5-06) OPI 009

(6) Does the program follow departmental priorities?

☒ Yes ☐ No

(7) Are all grade levels included?

☒ Yes ☐ No

(8) How is the success of the program measured? Positive feedback from Administrators and parents. The Department is continually being called back to continue the various programs year after year.

(9) Is it successful?

☒ Yes ☐ No

(10) Are activities coordinated in conjunction with Division recruitment efforts?

☒ Yes ☐ No

5. PUBLIC AFFAIRS PROGRAM

EVALUATED

X

ACTION REQUIRED

CORRECTED

a. Has the commander identified problems that should be resolved through the Public Affairs Program?

☒ Yes ☐ No

(1) Does the Public Affairs Program reach all appropriate groups within the community?

☒ Yes ☐ No

(2) Are ethnic groups' problems considered?

☒ Yes ☐ No

(3) Are bilingual officers utilized?

☒ Yes ☐ No

(4) Is the current Strategic Plan emphasized when and where appropriate?

☒ Yes ☐ No

b. Does the commander keep the PAO fully briefed on current situations which may be newsworthy?

☒ Yes ☐ No

(1) Does the PAO report directly to the commander on public affairs matters?

☒ Yes ☐ No

(2) Does the PAO concentrate most of his/her efforts toward strategic goals other departmental concerns?

☒ Yes ☐ No

(3) Does the PAO review the Strategic Plan quarterly?

☒ Yes ☐ No

(4) What action does the commander initiate when the goals of the Strategic Plan are not adequately addressed? The

Commander re-evaluates the Program and sets new plan in action to address the need.

(5) Is the PAO addressing issues assigned to him/her in a timely manner?

☒ Yes ☐ No

c. Is the commander involved in public contacts?

☒ Yes ☐ No

(1) Is membership maintained in a service club, safety council, etc.?

☒ Yes ☐ No

(2) Does the commander accept regular speaking engagements, or are these delegated to subordinates?

The

Commander accepts the speaking engagements.

(a) If experience is lacking, is the commander doing anything to correct this?

☒ Yes ☐ No

(3) Are supervisors involved in the community?

☒ Yes ☐ No

(a) Do they make public appearances?

☒ Yes ☐ No

(b) Is training provided for those who lack experience?

☒ Yes ☐ No

(4) Are all supervisors aware of strategic goals and the approach the public affairs program has taken towards them?

☒ Yes ☐ No

(a) Are action steps being addressed in a timely manner?

☒ Yes ☐ No

STATE OF CALIFORNIA
DEPARTMENT OF CALIFORNIA HIGHWAY PATROL
AREA MANAGEMENT EVALUATION
PUBLIC REACTION
CHP 453H (Rev. 5-06) OPI 009

d. Are all employees encouraged to understand and participate in public affairs programs?

☒ Yes ☐ No

(1) Are employees given appropriate recognition for their involvement in community activities which enhance the image of the Department?

☒ Yes ☐ No

(2) Are employees aware of the Department's Mentor Program as described in Management Memorandum 05-013, California Highway Patrol Youth Mentor Program?

☒ Yes ☐ No

1. Community Opinion

f. The Community Orienting Policing Unit (COPS) have been attending community meetings throughout the different districts (5) within Fresno County. The Officers relate that the community has time and time again said what great job the CHP is doing in their community. The CHP has made a positive presence via enforcement and services. At these meetings, individuals say that they do not see the Sheriff's Department units in their areas. During key contact meetings with the Board of Supervisors, all of them say that CHP is doing a great job in their districts.

2. The Officer and Public contacts

2a. Positive comments from the public are documented on the employee's 100 form or commendable form 2 and recognized during briefings and area training days. Negative comments from the public are investigated by Supervisors, the results are discussed with the employee and documented per policy.

2a(1). Approximately a 3 to 1 ratio of compliments to complaints.

2 a(4). Some officers are more outgoing than others.

4. Schools

1. The Area Commander and PIO

7. Through departmental programs such as red ribbon week (Elementary school), right turn (Jr. high) and Start Smart as well as E15M programs, The Department also provides Traffic Safety programs (Chipper & Friends color books) for Elementary school age children.

5. Public Affairs Program

a. (1) Through the PIO, COPS units and regular road patrol officers, community groups are contacted and their specific issues are addressed.

c. (1) Currently the Commander is a member of El Concilio de Fresno, Cesar Chavez Committee, COG and Fresno/Madera Chiefs of Police Association.


c (2) The Commander does the majority of the engagements.

c (3(a)) The Supervisor in charge of the COPS unit attends community meetings as well as other Supervisors. Supervisors on scenes of traffic collisions and other news worthy events provide media interviews in the field. Lieutenants and Sergeants frequently accompany the Area Commander.

c(3)(b) Area Supervisors have full access to the PIO manual and can contact the area PIO for assistance.

AREA Fort Tejon	DIVISION Central	NUMBER 430
EVALUATED BY C. Whitty		DATE 02/22/2008

INSTRUCTIONS: Indicate items reviewed by placing a check in the "Evaluated" box and/or the "Action Required" box. If this form is used as a Correction Report, the "Correction" box should be initialed and dated as deficiencies are corrected. Answer individual items with "yes" or "no" answers, or fill in the blanks as indicated. If additional comments are necessary, the information can be placed on the CHP 454, Area Management Evaluation Supplement. The Supplement should include significant findings, accomplishments or corrective actions, unresolved items, problems or progress, and the evaluator's overall impressions. This form can be completed in pen or pencil, and the Supplement can be handwritten if desired.

TYPE OF EVALUATION <input type="checkbox"/> Formal Evaluation <input checked="" type="checkbox"/> Informal Evaluation		SUSPENSE DATE	
FOLLOW-UP REQUIRED <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No		BY	
<input type="checkbox"/> Correction Report		COMMANDER'S REVIEW  LT	DATE 2-26-08
1. COMMUNITY OPINION		EVALUATED 2/22/2008	ACTION REQUIRED No

a. How does the community as a whole feel about the Department? The vast majority of the community appreciates the Department's efforts to make the community a safer place.

(1) Do all sectors of the community have the same opinion? ☐ Yes ☒ No

b. Has good rapport been established with leaders within the community? ☒ Yes ☐ No

c. Do people believe the Department represents their best interests? ☒ Yes ☐ No

d. Does the Department have the reputation of impartially enforcing laws? ☒ Yes ☐ No

e. Do people in the community feel the Department is doing a good job? ☒ Yes ☐ No

f. How does the reputation of the Department compare with other agencies in the area? The community trusts our Department to enforce the laws in a fair and impartial manner. Other agencies are not held in the same light as the CHP.

2. THE OFFICER AND PUBLIC CONTACTS	EVALUATED 2/22/2008	ACTION REQUIRED No	CORRECTED
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a. What procedures have been established to handle positive and/or negative comments by pleased/displeased motorists? Positive comments are placed in personnel files. Response letters are sent to pleased motorists. Complaints are investigated.

(1) What is the ratio of compliments to complaints? 10 complaints in 2007 and numerous positive compliments on a daily basis.

(2) Does it appear officers are making successful public contacts? ☒ Yes ☐ No

(3) Is recognition given to the complimented officers? ☒ Yes ☐ No

(a) How? Written documentation is placed in their personnel jacket.

(4) Has an effort been made to determine why some officers are more successful at positive public contacts? ☒ Yes ☐ No

(5) Are officers with patterns of complaints provided with corrective training and direction? ☒ Yes ☐ No

b. Based on information from the public appearing at the Area office to clear citations, what is the general opinion of Area officers?

Officers are issuing citations in a fair and impartial manner.

(1) What is the opinion of the public appearing at court regarding Area officers? Officers are issuing citations in a fair and impartial manner.

AREA MANAGEMENT EVALUATION
PUBLIC REACTION

CHP 453H (Rev. 5-06) OPI 009

(2) What, if any, other methods are utilized to determine public opinion of Area officers?

3. NEWS MEDIA	EVALUATED 2/22/2008	ACTION REQUIRED No	CORRECTED
a. Have guidelines been established to foster harmonious relations with the new media?			<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
(1) Does the media treat the Department favorably?			<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
(2) Are media representatives satisfied with their relationship with the Department?			<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
(a) Has good rapport been established between Area personnel and the media?			<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
(3) Have personnel emphasized the Strategic Plan goals when possible and applicable?			<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
b. Have procedures been established for the routine dissemination of accident/incident information?			<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
(1) Is "Code 20" or a similar device used for more spectacular incidents?			<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
(a) How are other kinds of news information disseminated to the media?		The PAO contacts the media via the telephone, by Fax, and by email. The PAO has a good working relationship with the local media.	
c. Are there specially prepared and coordinated programs to handle specific traffic problems?			<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
(1) Are multi-lingual programs emphasized?			<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
(2) Are public affairs press releases distributed to the public in a timely manner?			<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
(3) Is there adequate media involvement at local Area events?			<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
d. How are releases produced by headquarters distributed?		The PAO contacts the media via the telephone, by Fax, and by email. The PAO has a good working relationship with the local media.	
(1) Is there follow-up to ensure releases are received in a timely manner, and meet the needs of the media?			<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
(2) Who is responsible to monitor the media for items concerning the Department?		The Area PAO and Area Commander.	
(a) Are significant items sent to headquarters?			<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
(3) Are harmonious relations established and maintained with the media by the PAO?			<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
(4) Are strategic goals emphasized at PAO/TMC activities?			<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No

4. SCHOOLS	EVALUATED 2/22/2008	ACTION REQUIRED No	CORRECTED
a. Has the commander identified problems that should be resolved through the public affairs program?			<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
(1) Who supervises the program?			<input type="checkbox"/> Yes <input type="checkbox"/> No AREA COMMANDER
(2) Is preplanning evident in the school program?			<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
(3) Is the program designed and directed toward the solution of specific problems?			<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
(4) Are activities discussed and planned with school administrators?			<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
(5) Has the program been approved by the commander?			<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No

AREA MANAGEMENT EVALUATION**PUBLIC REACTION**

CHP-453H (Rev. 5-06) OPI 009

(6) Does the program follow departmental priorities?

☒ Yes☐ No

(7) Are all grade levels included?

☒ Yes☐ No

(8) How is the success of the program measured?

The positive response from the school administration and goal attainment.

(9) Is it successful?

☒ Yes☐ No

(10) Are activities coordinated in conjunction with Division recruitment efforts?

☒ Yes☐ No**5. PUBLIC AFFAIRS PROGRAM**

EVALUATED

2/22/2008

ACTION REQUIRED

No

CORRECTED

a. Has the commander identified problems that should be resolved through the Public Affairs Program?

☒ Yes☐ No

(1) Does the Public Affairs Program reach all appropriate groups within the community?

☒ Yes☐ No

(2) Are ethnic groups' problems considered?

☒ Yes☐ No

(3) Are bilingual officers utilized?

☒ Yes☐ No

(4) Is the current Strategic Plan emphasized when and where appropriate?

☒ Yes☐ No

b. Does the commander keep the PAO fully briefed on current situations which may be newsworthy?

☒ Yes☐ No

(1) Does the PAO report directly to the commander on public affairs matters?

☒ Yes☐ No

(2) Does the PAO concentrate most of his/her efforts toward strategic goals other departmental concerns?

☒ Yes☐ No

(3) Does the PAO review the Strategic Plan quarterly?

☒ Yes☐ No

(4) What action does the commander initiate when the goals of the Strategic Plan are not adequately addressed?

Obtains grants

for enforcement and education programs and establishes community outreach programs.

(5) Is the PAO addressing issues assigned to him/her in a timely manner?

☒ Yes☐ No

c. Is the commander involved in public contacts?

☒ Yes☐ No

(1) Is membership maintained in a service club, safety council, etc.?

☒ Yes☐ No

(2) Does the commander accept regular speaking engagements, or are these delegated to subordinates?

The

commander accepts regular speaking engagements and delegates others when appropriate.

(a) If experience is lacking, is the commander doing anything to correct this?

☐ Yes☐ No

(3) Are supervisors involved in the community?

☒ Yes☐ No

(a) Do they make public appearances?

☒ Yes☐ No

(b) Is training provided for those who lack experience?

☒ Yes☐ No

(4) Are all supervisors aware of strategic goals and the approach the public affairs program has taken towards them?

☒ Yes☐ No

(a) Are action steps being addressed in a timely manner?

☒ Yes☐ No

AREA MANAGEMENT EVALUATION**PUBLIC REACTION**

CHP 453H (Rev. 5-06) OPI 009

d. Are all employees encouraged to understand and participate in public affairs programs?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
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(1) Are employees given appropriate recognition for their involvement in community activities which enhance the image of the Department?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
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(2) Are employees aware of the Department's Mentor Program as described in Management Memorandum 05-013, California Highway Patrol Youth Mentor Program?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
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The PAO is involved in numerous community events ranging from career and safety fairs to planning for catastrophic emergencies. The Area Commander is active in several local community groups and attends local planning meetings on a regular basis. Area supervisors attend local meetings and interact with the community on a regular basis. Several Area officers are involved in local groups and make safety presentations at the local schools.

AREA MANAGEMENT EVALUATION

PUBLIC REACTION

CHP 453H (Rev. 5-06) OPI 009

AREA HANFORD	DIVISION CENTRAL	NUMBER
EVALUATED BY DOUG PUDER #10045		DATE 2/23/08

INSTRUCTIONS: Indicate items reviewed by placing a check in the "Evaluated" box and/or the "Action Required" box. If this form is used as a Correction Report, the "Correction" box should be initialed and dated as deficiencies are corrected. Answer individual items with "yes" or "no" answers, or fill in the blanks as indicated. If additional comments are necessary, the information can be placed on the CHP 454, Area Management Evaluation Supplement. The Supplement should include significant findings, accomplishments or corrective actions, unresolved items, problems or progress, and the evaluator's overall impressions. This form can be completed in pen or pencil, and the Supplement can be handwritten if desired.

TYPE OF EVALUATION Formal Evaluation <input type="checkbox"/> Informal Evaluation <input checked="" type="checkbox"/>		SUSPENSE DATE	
FOLLOW-UP REQUIRED <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No		COMMANDER'S REVIEW Doug Puder, LT.	
<input type="checkbox"/> Correction Report BY		DATE 2/23/08	
1. COMMUNITY OPINION		EVALUATED 2/23/08 CHP	ACTION REQUIRED NONE
		CORRECTED N/A	

a. How does the community as a whole feel about the Department? **BASED UPON FEEDBACK ABOUT THE DEPT. DURING MEETINGS AND COMMUNITY EVENTS THE COMMUNITY HAS A POSITIVE REGARD FOR.**

(1) Do all sectors of the community have the same opinion? **BASED UPON LIMITED INFORMATION** ☒ Yes ☐ No

b. Has good rapport been established with leaders within the community? ☒ Yes ☐ No

c. Do people believe the Department represents their best interests? **Y** ☒ Yes ☐ No

d. Does the Department have the reputation of impartially enforcing laws? **Y** ☒ Yes ☐ No

e. Do people in the community feel the Department is doing a good job? **Y** ☒ Yes ☐ No

f. How does the reputation of the Department compare with other agencies in the area? **OTHER LOCAL DEPT'S HAVE A "COWBOY" REPUTATION - IN COMPARISON, CHP IS VIEWED AS PROFESSIONAL**

2. THE OFFICER AND PUBLIC CONTACTS	EVALUATED 2/23/08 CHP	ACTION REQUIRED NONE	CORRECTED N/A
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a. What procedures have been established to handle positive and/or negative comments by pleased/displeased motorists? **POSITIVE COMMENTS PASSED ALONG TO RESPONSIBLE EMPLOYEE - NEGATIVE COMMENTS ARE INVESTIGATED**

(1) What is the ratio of compliments to complaints? **ESTIMATED TO BE FAR GREATER THAN 20%**

(2) Does it appear officers are making successful public contacts? ☒ Yes ☐ No

(3) Is recognition given to the complimented officers? **OFFICERS INITIAL & DATE COMMENTS - PLACED IN FILE** ☒ Yes ☐ No

(a) How? **PLACED IN PERSONNEL FOLDERS - USED IN EVALUATION**

(4) Has an effort been made to determine why some officers are more successful at positive public contacts? ☒ Yes ☐ No

EXCELLENT INTERPERSONAL SKILLS

(5) Are officers with patterns of complaints provided with corrective training and direction? ☒ Yes ☐ No

b. Based on information from the public appearing at the Area office to clear citations, what is the general opinion of Area officers?

NO ONE LIKES TO RECEIVE A CITATION, BUT VIOLATORS REGULARLY TELL ME, "THE OFFICER WAS JUST DOING HIS/HER JOB."

(1) What is the opinion of the public appearing at court regarding Area officers?
THE TESTIMONY OF OUR OFFICERS IS GENERALLY VERY HIGHLY REGARDED.

(2) What, if any, other methods are utilized to determine public opinion of Area officers?

WE HAVE SENT OUT

PUBLIC OPINION QUESTIONNAIRES IN THE PAST - POSITIVE RESPONSE

3. NEWS MEDIA

EVALUATED 2/23/08

ACTION REQUIRED

CORRECTED

CHP

NONE

N/A

a. Have guidelines been established to foster harmonious relations with the new media?

☒ Yes ☐ No

(1) Does the media treat the Department favorably?

☒ Yes ☐ No

(2) Are media representatives satisfied with their relationship with the Department?

☒ Yes ☐ No

(a) Has good rapport been established between Area personnel and the media?

☒ Yes ☐ No

(3) Have personnel emphasized the Strategic Plan goals when possible and applicable?

☒ Yes ☐ No

b. Have procedures been established for the routine dissemination of accident/incident information?

☒ Yes ☐ No

(1) Is "Code 20" or a similar device used for more spectacular incidents?

☒ Yes ☐ No

(a) How are other kinds of news information disseminated to the media?

ON MAJOR INCIDENTS, WE

HAVE CONDUCTED PRESS CONFERENCES (7 FATAL T/C - NOV. 2007)

c. Are there specially prepared and coordinated programs to handle specific traffic problems?

☒ Yes ☐ No

(1) Are multi-lingual programs emphasized?

WE HAVE USED THE LOCAL SPANISH LANGUAGE NEWSPAPER

☒ Yes ☐ No

(2) Are public affairs press releases distributed to the public in a timely manner?

☒ Yes ☐ No

(3) Is there adequate media involvement at local Area events?

☒ Yes ☐ No

d. How are releases produced by headquarters distributed?

WE USE THEM AS A GUIDE FOR

OUR LOCAL PRESS RELEASES. WE DO NOT UTILIZE THE "FILL IN THE BLANKS" PRESS RELEASES.

(1) Is there follow-up to ensure releases are received in a timely manner, and meet the needs of the media?

☒ Yes ☐ No

(2) Who is responsible to monitor the media for items concerning the Department?

PUBLIC AFFAIRS

OFFICER

(a) Are significant items sent to headquarters?

THROUGH ENTAC

☒ Yes ☐ No

(3) Are harmonious relations established and maintained with the media by the PAO?

☒ Yes ☐ No

(4) Are strategic goals emphasized at PAO/TMC activities?

☒ Yes ☐ No

4. SCHOOLS

EVALUATED 2/23/08

ACTION REQUIRED

CORRECTED

CHP

NONE

N/A

a. Has the commander identified problems that should be resolved through the public affairs program?

☒ Yes ☐ No

(1) Who supervises the program?

COMMANDER

☐ Yes ☐ No

(2) Is preplanning evident in the school program?

☒ Yes ☐ No

(3) Is the program designed and directed toward the solution of specific problems?

☒ Yes ☐ No

(4) Are activities discussed and planned with school administrators?

☒ Yes ☐ No

(5) Has the program been approved by the commander?

☒ Yes ☐ No

AREA MANAGEMENT EVALUATION

PUBLIC REACTION

CHP 453H (Rev. 5-06) OPI 009

(6) Does the program follow departmental priorities?

☒ Yes ☐ No

(7) Are all grade levels included?

☒ Yes ☐ No

(8) How is the success of the program measured?

THE NUMBER OF PROGRAMS
AND/OR PRESENTATIONS GIVEN

(9) Is it successful?

☒ Yes ☐ No

(10) Are activities coordinated in conjunction with Division recruitment efforts?

☒ Yes ☐ No

5. PUBLIC AFFAIRS PROGRAM

EVALUATED 2/23/08

ACTION REQUIRED

CORRECTED

NONE

N/A

a. Has the commander identified problems that should be resolved through the Public Affairs Program?

☒ Yes ☐ No

(1) Does the Public Affairs Program reach all appropriate groups within the community?

☒ Yes ☐ No

(2) Are ethnic groups' problems considered?

☒ Yes ☐ No

(3) Are bilingual officers utilized?

BILINGUAL CHILD SAFETY SEAT EVENTS

☒ Yes ☐ No

(4) Is the current Strategic Plan emphasized when and where appropriate?

☒ Yes ☐ No

b. Does the commander keep the PAO fully briefed on current situations which may be newsworthy?

☒ Yes ☐ No

(1) Does the PAO report directly to the commander on public affairs matters?

☒ Yes ☐ No

(2) Does the PAO concentrate most of his/her efforts toward strategic goals other departmental concerns?

☒ Yes ☐ No

(3) Does the PAO review the Strategic Plan quarterly?

☒ Yes ☐ No

(4) What action does the commander initiate when the goals of the Strategic Plan are not adequately addressed?

DIRECTS
THE PUBLIC AFFAIRS OFFICER TO EMPHASIZE STRATEGICAL
PLAN ITEMS IN TRAFFIC SAFETY PRESENTATIONS AND PRESS RELEASES

(5) Is the PAO addressing issues assigned to him/her in a timely manner?

☒ Yes ☐ No

c. Is the commander involved in public contacts?

☒ Yes ☐ No

(1) Is membership maintained in a service club, safety council, etc.?

INFANT DEATH
COMMITTEE

☒ Yes ☐ No

(2) Does the commander accept regular speaking engagements, or are these delegated to subordinates?

THE
PUBLIC AFFAIRS OFFICER HANDLES THE MAJORITY OF SPEAKING
ENGAGEMENTS. COMMANDER SPEAKS WHEN APPROPRIATE.

(a) If experience is lacking, is the commander doing anything to correct this?

☐ Yes ☐ No

(3) Are supervisors involved in the community?

BLACK HISTORY COMMITTEE,
COACHING AT LOCAL HIGH SCHOOLS

☒ Yes ☐ No

(a) Do they make public appearances?

☒ Yes ☐ No

(b) Is training provided for those who lack experience?

☐ Yes ☐ No

(4) Are all supervisors aware of strategic goals and the approach the public affairs program has taken towards them?

☒ Yes ☐ No

(a) Are action steps being addressed in a timely manner?

☒ Yes ☐ No

AREA MANAGEMENT EVALUATION

PUBLIC REACTION

CHP 453H (Rev. 5-06) OPI 009

d. Are all employees encouraged to understand and participate in public affairs programs?

☒ Yes

☐ No

(1) Are employees given appropriate recognition for their involvement in community activities which enhance the image of the Department?

☒ Yes

☐ No

(2) Are employees aware of the Department's Mentor Program as described in Management Memorandum 05-013, California Highway Patrol Youth Mentor Program?

☒ Yes

☐ No

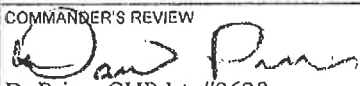
AREA MANAGEMENT EVALUATION

PUBLIC REACTION

CHP 453H (Rev. 5-06) OPI 009

AREA Mariposa	DIVISION Central	NUMBER 455
EVALUATED BY B. Duncan, CHP Sgt. #10709		DATE 06/18/2008

INSTRUCTIONS: Indicate items reviewed by placing a check in the "Evaluated" box and/or the "Action Required" box. If this form is used as a Correction Report, the "Correction" box should be initialed and dated as deficiencies are corrected. Answer individual items with "yes" or "no" answers, or fill in the blanks as indicated. If additional comments are necessary, the information can be placed on the CHP 454, Area Management Evaluation Supplement. The Supplement should include significant findings, accomplishments or corrective actions, unresolved items, problems or progress, and the evaluator's overall impressions. This form can be completed in pen or pencil, and the Supplement can be handwritten if desired.

TYPE OF EVALUATION <input checked="" type="checkbox"/> Formal Evaluation <input type="checkbox"/> Informal Evaluation		SUSPENSE DATE 06/30/2008
FOLLOW-UP REQUIRED <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	<input type="checkbox"/> Correction Report BY _____	COMMANDER'S REVIEW  D. Price, CHP Lt. #9628
		DATE 06/19/2008

1. COMMUNITY OPINION

EVALUATED X	ACTION REQUIRED	CORRECTED
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- a. How does the community as a whole feel about the Department? Very good rapport and interaction throughout the many levels
(based upon conversing with motorist, at Civic Functions, and listening to conversations in public places).
- (1) Do all sectors of the community have the same opinion? ☒ Yes ☐ No
- b. Has good rapport been established with leaders within the community? ☒ Yes ☐ No
- c. Do people believe the Department represents their best interests? ☒ Yes ☐ No
- d. Does the Department have the reputation of impartially enforcing laws? ☒ Yes ☐ No
- e. Do people in the community feel the Department is doing a good job? ☒ Yes ☐ No
- f. How does the reputation of the Department compare with other agencies in the area? The public views the Department as
being more professional, better trained, and more stable law enforcement agency in the area.

2. THE OFFICER AND PUBLIC CONTACTS

EVALUATED X	ACTION REQUIRED	CORRECTED
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- a. What procedures have been established to handle positive and/or negative comments by pleased/displeased motorists? The Area
follows policy set forth in HPM 10.4 for complaints. Checks 1-800-TELL-CHP bimonthly. Notes positive on 100 /112 Forms.
- (1) What is the ratio of compliments to complaints? approximately 50 to 1 (5 Complaints for 2007)
- (2) Does it appear officers are making successful public contacts? ☒ Yes ☐ No
- (3) Is recognition given to the complimented officers? ☒ Yes ☐ No
- (a) How? Noted on 100 Forms; commendable Form 2s; and/or verbally noted during shift briefing(s) by supervisors/commander.
- (4) Has an effort been made to determine why some officers are more successful at positive public contacts? ☒ Yes ☐ No
- (5) Are officers with patterns of complaints provided with corrective training and direction? ☒ Yes ☐ No
- b. Based on information from the public appearing at the Area office to clear citations, what is the general opinion of Area officers?
The officers are very fair in the application of the law and are doing a good job overall. The public is surprised at how numerous the
CHP appear in this rural area.
- (1) What is the opinion of the public appearing at court regarding Area officers? Based upon observing court on five
occasions with multiple CHP cases, the majority of the public feels that they were treated fairly. In many of the cases, the public is
not contesting the citation, but requesting the court for extended payment times and/or traffic school .

AREA MANAGEMENT EVALUATION**PUBLIC REACTION**

CHP 453H (Rev. 5-06) OPI 009

(2) What, if any, other methods are utilized to determine public opinion of Area officers?

The commander, supervisors,

and/or PAO attend public meetings, local civic organizations meetings, participate in local events, and live in the area.

3. NEWS MEDIA

EVALUATED

X

ACTION REQUIRED

CORRECTED

a. Have guidelines been established to foster harmonious relations with the new media?

☒ Yes☐ No

(1) Does the media treat the Department favorably?

☐ Yes☒ No

(2) Are media representatives satisfied with their relationship with the Department?

☒ Yes☐ No

(a) Has good rapport been established between Area personnel and the media?

☒ Yes☐ No

(3) Have personnel emphasized the Strategic Plan goals when possible and applicable?

☒ Yes☐ No

b. Have procedures been established for the routine dissemination of accident/incident information?

☒ Yes☐ No

(1) Is "Code 20" or a similar device used for more spectacular incidents?

☒ Yes☐ No

(a) How are other kinds of news information disseminated to the media?

Via telephone conversation(s), faxing news

release report briefs, e-mail, and/or in-person delivery of information.

c. Are there specially prepared and coordinated programs to handle specific traffic problems?

☒ Yes☐ No

(1) Are multi-lingual programs emphasized?

☒ Yes☐ No

(2) Are public affairs press releases distributed to the public in a timely manner?

☒ Yes☐ No

(3) Is there adequate media involvement at local Area events?

☒ Yes☐ No

d. How are releases produced by headquarters distributed?

Via faxing and/or delivering the printed information in person.

(1) Is there follow-up to ensure releases are received in a timely manner, and meet the needs of the media?

☒ Yes☐ No

(2) Who is responsible to monitor the media for items concerning the Department?

The PAO has the primary function. The

Commander monitors the media regularly. All Area employees also monitor the media through their daily functions.

(a) Are significant items sent to headquarters?

☒ Yes☐ No

(3) Are harmonious relations established and maintained with the media by the PAO?

☒ Yes☐ No

(4) Are strategic goals emphasized at PAO/TMC activities?

☒ Yes☐ No**4. SCHOOLS**

EVALUATED

X

ACTION REQUIRED

CORRECTED

a. Has the commander identified problems that should be resolved through the public affairs program?

☒ Yes☐ No

(1) Who supervises the program?

☒ Yes☐ No

(2) Is preplanning evident in the school program?

☒ Yes☐ No

(3) Is the program designed and directed toward the solution of specific problems?

☒ Yes☐ No

(4) Are activities discussed and planned with school administrators?

☒ Yes☐ No

(5) Has the program been approved by the commander?

☒ Yes☐ No

STATE OF CALIFORNIA
DEPARTMENT OF CALIFORNIA HIGHWAY PATROL
AREA MANAGEMENT EVALUATION
PUBLIC REACTION
CHP 453H (Rev. 5-06) OPI 009

(6) Does the program follow departmental priorities?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
(7) Are all grade levels included?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
(8) How is the success of the program measured? Officer(s) at the training receive feedback from the involved students and teacher(s). The Area's best program is SIDNE (Simulated Impaired DrivINg Experience) vehicle and personnel.		
(9) Is it successful?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
(10) Are activities coordinated in conjunction with Division recruitment efforts?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
5. PUBLIC AFFAIRS PROGRAM	EVALUATED X	ACTION REQUIRED CORRECTED
a. Has the commander identified problems that should be resolved through the Public Affairs Program?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
(1) Does the Public Affairs Program reach all appropriate groups within the community?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
(2) Are ethnic groups' problems considered?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
(3) Are bilingual officers utilized?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
(4) Is the current Strategic Plan emphasized when and where appropriate?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
b. Does the commander keep the PAO fully briefed on current situations which may be newsworthy?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
(1) Does the PAO report directly to the commander on public affairs matters?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
(2) Does the PAO concentrate most of his/her efforts toward strategic goals other departmental concerns?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
(3) Does the PAO review the Strategic Plan quarterly?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
(4) What action does the commander initiate when the goals of the Strategic Plan are not adequately addressed? The commander discusses the shortcomings with the involved employees, so it does not occur again.		
(5) Is the PAO addressing issues assigned to him/her in a timely manner?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
c. Is the commander involved in public contacts?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
(1) Is membership maintained in a service club, safety council, etc.?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
(2) Does the commander accept regular speaking engagements, or are these delegated to subordinates? The commander, the supervisors, and the officers all accept regular speaking engagements, depending upon the expertise requested for the engagement.		
(a) If experience is lacking, is the commander doing anything to correct this?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
(3) Are supervisors involved in the community?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
(a) Do they make public appearances?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
(b) Is training provided for those who lack experience?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
(4) Are all supervisors aware of strategic goals and the approach the public affairs program has taken towards them?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
(a) Are action steps being addressed in a timely manner?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No

AREA MANAGEMENT EVALUATION

PUBLIC REACTION

CHP 453H (Rev. 5-06) OPI 009

d. Are all employees encouraged to understand and participate in public affairs programs? ☒ Yes ☐ No

(1) Are employees given appropriate recognition for their involvement in community activities which enhance the image of the Department? ☒ Yes ☐ No

(2) Are employees aware of the Department's Mentor Program as described in Management Memorandum 05-013, California Highway Patrol Youth Mentor Program? ☒ Yes ☐ No

3.a.(1) Per the Area's senior officers, in the distant past, the editor/owner of the local newspaper was taken to task by the Department for expensive vehicle(s) that were registered in violation of California Residence, Foreign Registration (CRFR) requirements and law. The editor/owner has never forgiven the Department for his convictions and this attitude is mirrored in the newspaper's staff at times. Another employee's husband was arrested for DUI. The local newspaper is partial against the CHP. There is no area specific radio station.

3.c.(1) English is the predominant language of the area. Although the PAO is bilingual (Spanish).

4. a. (1) The Special Events Supervisor - current collateral duty assigned to Sergeant Duncan.

5. PUBLIC AFFAIR PROGRAMS: Mariposa County Events with CHP participation -

Velo Promo Bicycle Rides - (April & June)

Civil War Reenactment at Long's Ranch - (May)

American Cancer Society - Relay for Life - (May)

Mariposa Butterfly Parade & Festival - (May)

Veterans of Foreign War Memorial Day Parade and Service - (May)

Catheys Valley Western Fair & Parade - (May)

SIDNE [Simulated Impaired DrivINg Experience] - (throughout school year, especially towards graduation)

Sierra Memorial Run - sponsored by Sierra Shadow Casters Motorcycle Club - (June)

Annual Buckin' Bash Rodeo at Mariposa County Fairgrounds - (June)

Mariposa County Pioneer Wagon Train - (June)

High School "Sober Graduation" Night - (June)

Tradition Rally - Motorcycle Group at Mariposa County Fairgrounds - (July)

Mariposa County Fair & Homecoming - (August and/or September)

Mariposa Labor Day Parade - (August and/or September)

Mariposa Schools "Walk to School Day" - (October)

Mariposa County Airport Fly-in & Display - (October)

Halloween Carnival & Safe "Trick or Treat" Night - (October)

Mariposa Merry Mountain Christmas Parade & Festival - (December)

Boot Jack Christmas Carol & Hay Wagon Ride - (December)

Mariposa Historical Christmas Tree Lighting Festival - (December)

Mariposa County Sheriff's Office's "Shop with a Cop" Program - (December)

And miscellaneous Presentation and Public Events: Job Fair, Safety Fair, Winter Driving Presentation, Child Safety Seat, etc..

Plus Meetings: Mariposa County Supervisors, Rotary - Mariposa, Lions Club - Mariposa, Chamber of Commerce - Mariposa, Mariposa Business Mixer, etc..

**AREA MANAGEMENT EVALUATION
PUBLIC REACTION**

CHP 453H (Rev. 5-06) OPI 009

AREA Oakhurst	DIVISION Central	NUMBER 456 <i>Chapter 8</i>
EVALUATED BY Officer R. Hagen, ID #16393		DATE 05/31/2008

INSTRUCTIONS: Indicate items reviewed by placing a check in the "Evaluated" box and/or the "Action Required" box. If this form is used as a Correction Report, the "Correction" box should be initialed and dated as deficiencies are corrected. Answer individual items with "yes" or "no" answers, or fill in the blanks as indicated. If additional comments are necessary, the information can be placed on the CHP 454, Area Management Evaluation Supplement. The Supplement should include significant findings, accomplishments or corrective actions, unresolved items, problems or progress, and the evaluator's overall impressions. This form can be completed in pen or pencil, and the Supplement can be handwritten if desired.

TYPE OF EVALUATION <input type="checkbox"/> Formal Evaluation <input checked="" type="checkbox"/> Informal Evaluation		SUSPENSE DATE 06/20/2008
FOLLOW-UP REQUIRED <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	<input type="checkbox"/> Correction Report BY _____	COMMANDER'S REVIEW <i>Jandra Adams</i> DATE 6/01/08
1. COMMUNITY OPINION		EVALUATED 05/28 and 05/29/2008
		ACTION REQUIRED N/A
		CORRECTED

a. How does the community as a whole feel about the Department? Feedback was positive, with specific compliments regarding increase of in-view patrol and community outreach efforts being made by all personnel, not just administration or PAO.

(1) Do all sectors of the community have the same opinion? ☒ Yes ☐ No

b. Has good rapport been established with leaders within the community? ☒ Yes ☐ No

c. Do people believe the Department represents their best interests? ☒ Yes ☐ No

d. Does the Department have the reputation of impartially enforcing laws? ☒ Yes ☐ No

e. Do people in the community feel the Department is doing a good job? ☒ Yes ☐ No

f. How does the reputation of the Department compare with other agencies in the area? Our reputation with the public is comparable to, if not better than, that of our only Allied Law Enforcement agency, Madera County Sheriff's Department.

2. THE OFFICER AND PUBLIC CONTACTS	EVALUATED 05/28 and 05/29/2008	ACTION REQUIRED N/A	CORRECTED
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a. What procedures have been established to handle positive and/or negative comments by pleased/displeased motorists? Negative feedback is addressed as appropriate with progressive discipline; positive feedback is documented on forms CHP 2 or 100.

(1) What is the ratio of compliments to complaints? 8 to 1, in favor of complaints.

(2) Does it appear officers are making successful public contacts? ☒ Yes ☐ No

(3) Is recognition given to the complimented officers? ☒ Yes ☐ No

(a) How? Public praise during training or briefing, as well as documentation on forms CHP2 and CHP100.

(4) Has an effort been made to determine why some officers are more successful at positive public contacts? ☒ Yes ☐ No

(5) Are officers with patterns of complaints provided with corrective training and direction? ☒ Yes ☐ No

b. Based on information from the public appearing at the Area office to clear citations, what is the general opinion of Area officers?

The general opinion reflects fairness on the part of the Officers and legitimacy of the necessity of the contact. Those expressing negativity focus on the inconvenience of the citation, past practices, etc., not treatment received from personnel.

(1) What is the opinion of the public appearing at court regarding Area officers? Again, those expressing negativity focus on inconvenience and expense of citations, not poor public relations. Issues raised at trial are normally centered around the defendant's belief a citation was issued in error, rather than Officer misconduct.

AREA MANAGEMENT EVALUATION

PUBLIC REACTION

CHP 453H (Rev. 5-06) OPI 009

(2) What, if any, other methods are utilized to determine public opinion of Area officers?

For inspection, proactive

contact was made with community leaders/allied agencies; daily, management actively seeks feedback at all opportunities.

3. NEWS MEDIA

EVALUATED
05/29/2008

ACTION REQUIRED
N/A

CORRECTED

a. Have guidelines been established to foster harmonious relations with the new media?

☒ Yes ☐ No

(1) Does the media treat the Department favorably?

☒ Yes ☐ No

(2) Are media representatives satisfied with their relationship with the Department?

☒ Yes ☐ No

(a) Has good rapport been established between Area personnel and the media?

☒ Yes ☐ No

(3) Have personnel emphasized the Strategic Plan goals when possible and applicable?

☒ Yes ☐ No

b. Have procedures been established for the routine dissemination of accident/incident information?

☒ Yes ☐ No

(1) Is "Code 20" or a similar device used for more spectacular incidents?

☒ Yes ☐ No

(a) How are other kinds of news information disseminated to the media?

Frequently, local media responds to incidents

they hear via scanner, and are welcomed. In addition, a form CHP 288 is disseminated when appropriate.

c. Are there specially prepared and coordinated programs to handle specific traffic problems?

☒ Yes ☐ No

(1) Are multi-lingual programs emphasized?

☐ Yes ☒ No

(2) Are public affairs press releases distributed to the public in a timely manner?

☒ Yes ☐ No

(3) Is there adequate media involvement at local Area events?

☒ Yes ☐ No

d. How are releases produced by headquarters distributed?

The Public Affairs Officer (PAO) distributes appropriate press release

information to the local newspaper as directed or deemed necessary for the sake of public safety and education.

(1) Is there follow-up to ensure releases are received in a timely manner, and meet the needs of the media?

☒ Yes ☐ No

(2) Who is responsible to monitor the media for items concerning the Department?

PAO Dennis Flaherty, under the direct

supervision of the Area Commander.

(a) Are significant items sent to headquarters?

☒ Yes ☐ No

(3) Are harmonious relations established and maintained with the media by the PAO?

☒ Yes ☐ No

(4) Are strategic goals emphasized at PAO/TMC activities?

☒ Yes ☐ No

4. SCHOOLS

EVALUATED
05/28 to 05/30/2008

ACTION REQUIRED
N/A

CORRECTED

a. Has the commander identified problems that should be resolved through the public affairs program?

☒ Yes ☐ No

(1) Who supervises the program?

☐ Yes ☐ No

(2) Is preplanning evident in the school program?

☒ Yes ☐ No

(3) Is the program designed and directed toward the solution of specific problems?

☒ Yes ☐ No

(4) Are activities discussed and planned with school administrators?

☒ Yes ☐ No

(5) Has the program been approved by the commander?

☒ Yes ☐ No

AREA MANAGEMENT EVALUATION

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(6) Does the program follow departmental priorities?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
(7) Are all grade levels included?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
(8) How is the success of the program measured?	Feedback from school officials and students is sought, and statistical data regarding collisions involving school-aged drivers is reviewed.	
(9) Is it successful?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
(10) Are activities coordinated in conjunction with Division recruitment efforts?	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
5. PUBLIC AFFAIRS PROGRAM	EVALUATED 05/28/2008	ACTION REQUIRED N/A
a. Has the commander identified problems that should be resolved through the Public Affairs Program?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
(1) Does the Public Affairs Program reach all appropriate groups within the community?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
(2) Are ethnic groups' problems considered?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
(3) Are bilingual officers utilized?	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
(4) Is the current Strategic Plan emphasized when and where appropriate?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
b. Does the commander keep the PAO fully briefed on current situations which may be newsworthy?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
(1) Does the PAO report directly to the commander on public affairs matters?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
(2) Does the PAO concentrate most of his/her efforts toward strategic goals other departmental concerns?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
(3) Does the PAO review the Strategic Plan quarterly?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
(4) What action does the commander initiate when the goals of the Strategic Plan are not adequately addressed?	This has yet to be a problem with either the current or any previous PAO.	
(5) Is the PAO addressing issues assigned to him/her in a timely manner?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
c. Is the commander involved in public contacts?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
(1) Is membership maintained in a service club, safety council, etc.?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
(2) Does the commander accept regular speaking engagements, or are these delegated to subordinates?	Throughout this project, the Area Commander's community involvement and accessibility were repeatedly praised. Specifically mentioned were the Commander's willingness to accept speaking engagements and attend community events, even in off hours.	
(a) If experience is lacking, is the commander doing anything to correct this?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
(3) Are supervisors involved in the community?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
(a) Do they make public appearances?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
(b) Is training provided for those who lack experience?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
(4) Are all supervisors aware of strategic goals and the approach the public affairs program has taken towards them?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
(a) Are action steps being addressed in a timely manner?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No

AREA MANAGEMENT EVALUATION

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d. Are all employees encouraged to understand and participate in public affairs programs?

☒ Yes

☐ No

(1) Are employees given appropriate recognition for their involvement in community activities which enhance the image of the Department?

☒ Yes

☐ No

(2) Are employees aware of the Department's Mentor Program as described in Management Memorandum 05-013, California Highway Patrol Youth Mentor Program?


☒ Yes

☐ No

STATE OF CALIFORNIA
DEPARTMENT OF CALIFORNIA HIGHWAY PATROL
AREA MANAGEMENT EVALUATION
PUBLIC REACTION
CHP 453H (Rev. 5-06) OPI 009

AREA Merced	DIVISION Central	NUMBER
EVALUATED BY Officer Shane Ferreira		DATE 10/01/2008

INSTRUCTIONS: Indicate items reviewed by placing a check in the "Evaluated" box and/or the "Action Required" box. If this form is used as a Correction Report, the "Correction" box should be initialed and dated as deficiencies are corrected. Answer individual items with "yes" or "no" answers, or fill in the blanks as indicated. If additional comments are necessary, the information can be placed on the CHP 454, Area Management Evaluation Supplement. The Supplement should include significant findings, accomplishments or corrective actions, unresolved items, problems or progress, and the evaluator's overall impressions. This form can be completed in pen or pencil, and the Supplement can be handwritten if desired.

TYPE OF EVALUATION <input type="checkbox"/> Formal Evaluation <input checked="" type="checkbox"/> Informal Evaluation		SUSPENSE DATE	
FOLLOW-UP REQUIRED <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No		<input type="checkbox"/> Correction Report BY _____ 	DATE 10/01/08
1. COMMUNITY OPINION		EVALUATED Yes	ACTION REQUIRED No

a. How does the community as a whole feel about the Department? The community has a very positive attitude toward the CHP.

- (1) Do all sectors of the community have the same opinion? ☒ Yes ☐ No
- b. Has good rapport been established with leaders within the community? ☒ Yes ☐ No
- c. Do people believe the Department represents their best interests? ☒ Yes ☐ No
- d. Does the Department have the reputation of impartially enforcing laws? ☒ Yes ☐ No
- e. Do people in the community feel the Department is doing a good job? ☒ Yes ☐ No
- f. How does the reputation of the Department compare with other agencies in the area? The Department has an outstanding overall reputation and the CHP is viewed as one of the top agencies in the county.

2. THE OFFICER AND PUBLIC CONTACTS

EVALUATED Yes	ACTION REQUIRED No	CORRECTED
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a. What procedures have been established to handle positive and/or negative comments by pleased/displeased motorists? The comments may result in Commendable or Censurable CHP Form 2, or on the officer's CHP 100 Form. Complaints are handled by supervisors.

(1) What is the ratio of compliments to complaints? Not measured. Management is confident the positive clearly outweigh the negative.

- (2) Does it appear officers are making successful public contacts? ☒ Yes ☐ No
- (3) Is recognition given to the complimented officers? ☒ Yes ☐ No

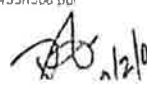
(a) How? They will be reflected on a CHP Form 2 or on the officer's CHP 100 Form.

- (4) Has an effort been made to determine why some officers are more successful at positive public contacts? ☒ Yes ☐ No
- (5) Are officers with patterns of complaints provided with corrective training and direction? ☒ Yes ☐ No

b. Based on information from the public appearing at the Area office to clear citations, what is the general opinion of Area officers? The feedback was positive and complimentary. The citizens related the officers were professional and courteous.

(1) What is the opinion of the public appearing at court regarding Area officers? The officers' testimony and demeanor are very professional.

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(2) What, if any, other methods are utilized to determine public opinion of Area officers? The Area supervisors routinely attend court to observe the officer's testimony and determine whether or not there are issues regarding the public opinion of Area officers.

3. NEWS MEDIA	EVALUATED Yes	ACTION REQUIRED No	CORRECTED
a. Have guidelines been established to foster harmonious relations with the new media?			<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
(1) Does the media treat the Department favorably?			<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
(2) Are media representatives satisfied with their relationship with the Department?			<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
(a) Has good rapport been established between Area personnel and the media?			<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
(3) Have personnel emphasized the Strategic Plan goals when possible and applicable?			<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
b. Have procedures been established for the routine dissemination of accident/incident information?			<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
(1) Is "Code 20" or a similar device used for more spectacular incidents?			<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
(a) How are other kinds of news information disseminated to the media? The Area Public Information Officer will contact members of the media personally and send a press release to the Traffic Management Center (TMC) in Fresno.			
c. Are there specially prepared and coordinated programs to handle specific traffic problems?			<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
(1) Are multi-lingual programs emphasized?			<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
(2) Are public affairs press releases distributed to the public in a timely manner?			<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
(3) Is there adequate media involvement at local Area events?			<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
d. How are releases produced by headquarters distributed? The releases are immediately disseminated to members of the media and to Area local Public Information Officer.			
(1) Is there follow-up to ensure releases are received in a timely manner, and meet the needs of the media?			<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
(2) Who is responsible to monitor the media for items concerning the Department? The Area Public Information Officer.			
(a) Are significant items sent to headquarters?			<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
(3) Are harmonious relations established and maintained with the media by the PAO?			<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
(4) Are strategic goals emphasized at PAO/TMC activities?			<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
4. SCHOOLS	EVALUATED Yes	ACTION REQUIRED No	CORRECTED
a. Has the commander identified problems that should be resolved through the public affairs program?			<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
(1) Who supervises the program? <u>THE COMMANDER, LIEUTENANT, AND SERGEANTS.</u>			<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
(2) Is preplanning evident in the school program?			<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
(3) Is the program designed and directed toward the solution of specific problems?			<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
(4) Are activities discussed and planned with school administrators?			<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
(5) Has the program been approved by the commander?			<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No

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(6) Does the program follow departmental priorities?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
(7) Are all grade levels included?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
(8) How is the success of the program measured? The school administrators and teachers are encouraged to give the Public Information Officer positive and negative feedback following presentations.		
(9) Is it successful?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
(10) Are activities coordinated in conjunction with Division recruitment efforts?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
5. PUBLIC AFFAIRS PROGRAM	EVALUATED: Yes	ACTION REQUIRED: No
a. Has the commander identified problems that should be resolved through the Public Affairs Program?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
(1) Does the Public Affairs Program reach all appropriate groups within the community?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
(2) Are ethnic groups' problems considered?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
(3) Are bilingual officers utilized?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
(4) Is the current Strategic Plan emphasized when and where appropriate?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
b. Does the commander keep the PAO fully briefed on current situations which may be newsworthy?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
(1) Does the PAO report directly to the commander on public affairs matters?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
(2) Does the PAO concentrate most of his/her efforts toward strategic goals other departmental concerns?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
(3) Does the PAO review the Strategic Plan quarterly?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
(4) What action does the commander initiate when the goals of the Strategic Plan are not adequately addressed? The commander instructs the Public Information Officer to increase presentations and contact local media outlets regarding those Strategic Plan goals that require additional attention.		
(5) Is the PAO addressing issues assigned to him/her in a timely manner?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
c. Is the commander involved in public contacts?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
(1) Is membership maintained in a service club, safety council, etc.?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
(2) Does the commander accept regular speaking engagements, or are these delegated to subordinates? The commander both accepts regular speaking engagements and delegates them to other supervisors or the Public Information Officer.		
(a) If experience is lacking, is the commander doing anything to correct this?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
(3) Are supervisors involved in the community?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
(a) Do they make public appearances?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
(b) Is training provided for those who lack experience?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
(4) Are all supervisors aware of strategic goals and the approach the public affairs program has taken towards them?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
(a) Are action steps being addressed in a timely manner?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No

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AREA MANAGEMENT EVALUATION**PUBLIC REACTION**

CHP 453H (Rev. 5-06) OPI 009

d. Are all employees encouraged to understand and participate in public affairs programs? ☒ Yes ☐ No

(1) Are employees given appropriate recognition for their involvement in community activities which enhance the image of the Department? ☒ Yes ☐ No

(2) Are employees aware of the Department's Mentor Program as described in Management Memorandum 05-013, California Highway Patrol Youth Mentor Program? ☒ Yes ☐ No

M e m o r a n d u m

Date: October 1, 2008

To: Merced Area

From: **DEPARTMENT OF CALIFORNIA HIGHWAY PATROL**
Merced Area

File No.: 460.14802

Subject: CHAPTER 8 - PUBLIC REACTION

On October 01, 2008, an Area Management Evaluation was completed at the Merced Area which focused on the Area's Public Reaction / Public Affairs program. After the informal evaluation was completed, it was determined no corrective action was required.

Merced Area will continue to implement educational programs to address Strategic Plan goals. The Public Information Officer will continue to instruct Start Smart, Older Drivers, and Right Turn programs, as well as facilitate Every 15 Minutes programs in local high schools. The Area commander will continue to attend County Board of Supervisors and local Municipal Advisory Committee meetings to maintain a good rapport with members of the community. Merced Area has also recently designated a county road officer. This officer will handle traffic complaints in rural areas and emphasize traffic safety in school zone areas.


S. FERRIERA, Officer*Safety, Service, and Security*

Q2 1/2/08

AREA MANAGEMENT EVALUATION

PUBLIC REACTION

CHP 453H (Rev. 5-06) OPI 009

AREA LOS BANOS 461	DIVISION CENTRAL 401	NUMBER CH. 8
EVALUATED BY OFFICER M. PANECCI		DATE 10/29/08

INSTRUCTIONS: Indicate items reviewed by placing a check in the "Evaluated" box and/or the "Action Required" box. If this form is used as a Correction Report, the "Correction" box should be initialed and dated as deficiencies are corrected. Answer individual items with "yes" or "no" answers, or fill in the blanks as indicated. If additional comments are necessary, the information can be placed on the CHP 454, Area Management Evaluation Supplement. The Supplement should include significant findings, accomplishments or corrective actions, unresolved items, problems or progress, and the evaluator's overall impressions. This form can be completed in pen or pencil, and the Supplement can be handwritten if desired.

TYPE OF EVALUATION <input type="checkbox"/> Formal Evaluation <input type="checkbox"/> Informal Evaluation		SUSPENSE DATE 12/3/08	
FOLLOW-UP REQUIRED <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No		<input type="checkbox"/> Correction Report BY _____ COMMANDER'S REVIEW TWBA	DATE 10/21/08
1. COMMUNITY OPINION		EVALUATED 10/29/08	ACTION REQUIRED CORRECTED

a. How does the community as a whole feel about the Department? **COMMUNITY IS VERY SUPPORTIVE**

(1) Do all sectors of the community have the same opinion? ☒ Yes ☐ No

b. Has good rapport been established with leaders within the community? ☒ Yes ☐ No

c. Do people believe the Department represents their best interests? ☒ Yes ☐ No

d. Does the Department have the reputation of impartially enforcing laws? ☒ Yes ☐ No

e. Do people in the community feel the Department is doing a good job? ☒ Yes ☐ No

f. How does the reputation of the Department compare with other agencies in the area? **WE EXCEED.**

2. THE OFFICER AND PUBLIC CONTACTS

EVALUATED 10/29/08	ACTION REQUIRED	CORRECTED
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a. What procedures have been established to handle positive and/or negative comments by pleased/displeased motorists?

COMMANDER IS MADE AWARE, SGT'S NOTIFY EMPLOYEE

(1) What is the ratio of compliments to complaints? **10 TO 1 IN FAVOR**

(2) Does it appear officers are making successful public contacts? ☒ Yes ☐ No

(3) Is recognition given to the complimented officers? ☒ Yes ☐ No

(a) How? **CHP 2 100 FORM COMMENTS AND VERBAL IN BRIEFING**

(4) Has an effort been made to determine why some officers are more successful at positive public contacts? ☒ Yes ☐ No

(5) Are officers with patterns of complaints provided with corrective training and direction? ☒ Yes ☐ No

b. Based on information from the public appearing at the Area office to clear citations, what is the general opinion of Area officers?

THERE ARE DOING A GOOD JOB.

(1) What is the opinion of the public appearing at court regarding Area officers? **NO ISSUES**

AREA MANAGEMENT EVALUATION

PUBLIC REACTION

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(2) What, if any, other methods are utilized to determine public opinion of Area officers?

3. NEWS MEDIA

EVALUATED

10/29/08

ACTION REQUIRED

CORRECTED

a. Have guidelines been established to foster harmonious relations with the new media?

☒ Yes

☐ No

(1) Does the media treat the Department favorably?

☒ Yes

☐ No

(2) Are media representatives satisfied with their relationship with the Department?

☒ Yes

☐ No

(a) Has good rapport been established between Area personnel and the media?

☒ Yes

☐ No

(3) Have personnel emphasized the Strategic Plan goals when possible and applicable?

☒ Yes

☐ No

b. Have procedures been established for the routine dissemination of accident/incident information?

☒ Yes

☐ No

(1) Is "Code 20" or a similar device used for more spectacular incidents?

☒ Yes

☐ No

(a) How are other kinds of news information disseminated to the media? *CHP 288, Live interviews via Radio and News Releases.*

c. Are there specially prepared and coordinated programs to handle specific traffic problems?

☐ Yes

☐ No

(1) Are multi-lingual programs emphasized?

☐ Yes

☐ No

(2) Are public affairs press releases distributed to the public in a timely manner?

☒ Yes

☐ No

(3) Is there adequate media involvement at local Area events?

☐ Yes

☐ No

d. How are releases produced by headquarters distributed? *Thru PIO TO Local media Contacts*

(1) Is there follow-up to ensure releases are received in a timely manner, and meet the needs of the media?

☒ Yes

☐ No

(2) Who is responsible to monitor the media for items concerning the Department?

PIO, Commander

(a) Are significant items sent to headquarters?

☒ Yes

☐ No

(3) Are harmonious relations established and maintained with the media by the PAO?

☒ Yes

☐ No

(4) Are strategic goals emphasized at PAO/TMC activities?

☒ Yes

☐ No

4. SCHOOLS

EVALUATED

10/29/08

ACTION REQUIRED

CORRECTED

a. Has the commander identified problems that should be resolved through the public affairs program?

☒ Yes

☐ No

(1) Who supervises the program?

Commander

☐ Yes

☐ No

(2) Is preplanning evident in the school program?

☒ Yes

☐ No

(3) Is the program designed and directed toward the solution of specific problems?

☒ Yes

☐ No

(4) Are activities discussed and planned with school administrators?

☒ Yes

☐ No

(5) Has the program been approved by the commander?

☒ Yes

☐ No

AREA MANAGEMENT EVALUATION

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(6) Does the program follow departmental priorities?

☒ Yes ☐ No

(7) Are all grade levels included?

☒ Yes ☐ No

(8) How is the success of the program measured?

Feedback From School Administrators

and Parents, Students.

(9) Is it successful?

☒ Yes ☐ No

(10) Are activities coordinated in conjunction with Division recruitment efforts?

☒ Yes ☐ No

5. PUBLIC AFFAIRS PROGRAM

EVALUATED

10/24/08

ACTION REQUIRED

CORRECTED

a. Has the commander identified problems that should be resolved through the Public Affairs Program?

☒ Yes ☐ No

(1) Does the Public Affairs Program reach all appropriate groups within the community?

☒ Yes ☐ No

(2) Are ethnic groups' problems considered?

☒ Yes ☐ No

(3) Are bilingual officers utilized?

☒ Yes ☐ No

(4) Is the current Strategic Plan emphasized when and where appropriate?

☒ Yes ☐ No

b. Does the commander keep the PAO fully briefed on current situations which may be newsworthy?

☒ Yes ☐ No

(1) Does the PAO report directly to the commander on public affairs matters?

☒ Yes ☐ No

(2) Does the PAO concentrate most of his/her efforts toward strategic goals other departmental concerns?

☒ Yes ☐ No

(3) Does the PAO review the Strategic Plan quarterly?

☒ Yes ☐ No

(4) What action does the commander initiate when the goals of the Strategic Plan are not adequately addressed?

NOT AN ISSUE

(5) Is the PAO addressing issues assigned to him/her in a timely manner?

☒ Yes ☐ No

c. Is the commander involved in public contacts?

☒ Yes ☐ No

(1) Is membership maintained in a service club, safety council, etc.?

☒ Yes ☐ No

(2) Does the commander accept regular speaking engagements, or are these delegated to subordinates?

Both.

(a) If experience is lacking, is the commander doing anything to correct this?

N/A

☐ Yes ☐ No

(3) Are supervisors involved in the community?

☒ Yes ☐ No

(a) Do they make public appearances?

☒ Yes ☐ No

(b) Is training provided for those who lack experience?

N/A

☐ Yes ☐ No

(4) Are all supervisors aware of strategic goals and the approach the public affairs program has taken towards them?

☒ Yes ☐ No

(a) Are action steps being addressed in a timely manner?

☒ Yes ☐ No

AREA MANAGEMENT EVALUATION**PUBLIC REACTION**

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d. Are all employees encouraged to understand and participate in public affairs programs?☒ Yes☐ No

(1) Are employees given appropriate recognition for their involvement in community activities which enhance the image of the Department?

☒ Yes☐ No

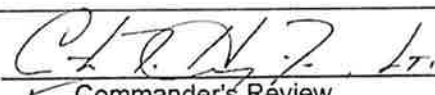
(2) Are employees aware of the Department's Mentor Program as described in Management Memorandum 05-013, California Highway Patrol Youth Mentor Program?

☒ Yes☐ No

Department of California Highway Patrol
AREA MANAGEMENT EVALUATION
 Chapter 8
 PUBLIC REACTION

Area 464	Division Central	Number
Evaluated By Sgt. Wymore # 12253		Date 09/12/2008

INSTRUCTIONS: Indicate items reviewed by placing a check in the "Evaluated" box and/or the "Action Required" box. If this form is used as a Correction Report, the "Correction" box should be initialed and dated as deficiencies are corrected. Answer individual items with "yes" or "no" answers, or fill in the blanks as indicated. If additional comments are necessary, the information can be placed in the Summary Statement. The Summary Statement should include significant findings, accomplishments or corrective actions, unresolved items, problems or progress, and the evaluator's overall impressions. This form can be completed in pen or pencil, and the Summary can be handwritten if desired.

Type of Evaluation <input type="checkbox"/> Formal <input checked="" type="checkbox"/> Informal		Suspense Date
Follow-up Required <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	<input type="checkbox"/> Correction Report by _____	 _____ Commander's Review Date 9/18/08
1. COMMUNITY OPINION		Evaluated <input checked="" type="checkbox"/>
		Action Required <input type="checkbox"/>
		Corrected <input type="checkbox"/>

a. How does the community as a whole feel about the Department? The Department has a very positive image with the commercial industry and general public in Merced County.

(1) Do all sectors of the community have the same opinion?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
b. Has good rapport been established with leaders within the community?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
c. Do people believe the Department represents their best interests?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
d. Does the Department have the reputation of impartial enforcement of laws?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
e. Do people in the community feel the Department is doing a good job?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
f. How does the reputation of the Department compare with other agencies in the area?	

2. THE OFFICER AND PUBLIC CONTACTS	Evaluated <input checked="" type="checkbox"/>	Action Required <input type="checkbox"/>	Corrected <input type="checkbox"/>
a. What procedures have been established to handle positive and/or negative comments by pleased/displeased motorists? Positive public comments are documented on the employees monthly evaluation forms. Negative comments are discussed with the employee or investigated as a citizen complaint.			
(1) What is the ratio of compliments to complaints? See Comments			
(2) Does it appear officers are making successful public contacts? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No			
(3) Is recognition given to the complimented officers? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No			
(a) How? 100 C Form comments and commendable form two's			
(4) Has an effort been made to determine why some officers are more successful at positive public contacts? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No			
(5) Are officers with patterns of complaints given corrective training and direction? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No			

AREA MANAGEMENT EVALUATION
Chapter 8
PUBLIC REACTION

b. Based on information from the public appearing at the Area office to clear citations, what is the general opinion of Area officers?

Facility personnel are continually complimented on their professionalism and courtsey.

(1) What is the opinion of the public appearing at Court regarding Area officers?

No complaints or negative comments have been received concerning officers court appearances.

(2) What, if any, other methods are utilized to determine public opinion of Area officers?

Discussion with the public and leaders in the commercial industry.

3. NEWS MEDIA

Evaluated



Action Required



Corrected



a. Have guidelines been established to foster harmonious relations with the media? ☒Yes ☐No

(1) Does the media treat the Department favorably? ☒Yes ☐No

(2) Are media representatives satisfied with their relationship with the Department? ☒Yes ☐No

(a) Has good rapport been established between Area personnel and the media? ☒Yes ☐No

(3) Have Area personnel emphasized CMP goals when possible and applicable? ☒Yes ☐No

b. Procedures established for the dissemination of accident/incident information? ☒Yes ☐No

(1) Is "Code 20" or a similar device used for more spectacular incidents? ☒Yes ☐No

(a) How are other kinds of news information disseminated to the media? Facility PIO, Merced Area PIO and the California Trucking Association publications.

c. Are there special programs to handle specific traffic problems? ☒Yes ☐No

(1) Are multi-lingual programs emphasized? ☒Yes ☐No

(2) Are Public Affairs press releases distributed to the public in a timely manner? ☒Yes ☐No

(3) Is there adequate media involvement at local Area events? ☒Yes ☐No

d. How are releases produced by headquarters distributed? See Comments.

(1) Is there follow-up to ensure releases are received in a timely manner, and meet the needs of the media? ☒Yes ☐No

(2) Who is responsible to monitor the media for items concerning the Department? Facility PIO.

(a) Are significant items sent to headquarters? ☒Yes ☐No

(3) Do harmonious relations exist between the media and the PAO? ☒Yes ☐No

(4) Are CMP goals emphasized at PAO/TMC activities? ☒Yes ☐No

AREA MANAGEMENT EVALUATION
Chapter 8
PUBLIC REACTION

4. SCHOOLS <i>SEE COMMENTS</i>	Evaluated <input type="checkbox"/>	Action Required <input type="checkbox"/>	Corrected <input type="checkbox"/>
a. Is the program for schools specific to the needs of the Area? <input type="checkbox"/> Yes <input type="checkbox"/> No			
(1) Who supervises the program?			
(2) Is preplanning evident in the school program? <input type="checkbox"/> Yes <input type="checkbox"/> No			
(3) Is the program designed and directed toward the solution of specific problems? <input type="checkbox"/> Yes <input type="checkbox"/> No			
(4) Are activities discussed and planned with school administrators? <input type="checkbox"/> Yes <input type="checkbox"/> No			
(5) Has the program been approved by the commander? <input type="checkbox"/> Yes <input type="checkbox"/> No			
(6) Does the program follow departmental priorities? <input type="checkbox"/> Yes <input type="checkbox"/> No			
(7) Are all grades included? <input type="checkbox"/> Yes <input type="checkbox"/> No			
(8) How is the success of the program measured?			
(9) Is it successful? <input type="checkbox"/> Yes <input type="checkbox"/> No			
(10) Are activities coordinated in conjunction with Division recruitment efforts? <input type="checkbox"/> Yes <input type="checkbox"/> No			
5. PUBLIC AFFAIRS PROGRAM	Evaluated <input checked="" type="checkbox"/>	Action Required <input type="checkbox"/>	Corrected <input type="checkbox"/>
a. Has the commander identified problems that should be resolved through the Public Affairs Program? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No			
(1) Does the Public Affairs Program reach all groups within the community? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No			
(2) Are ethnic groups problems considered? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No			
(3) Are bilingual officers utilized? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No			
(4) Is the current CMP emphasized when and where appropriate? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No			
b. Does the commander keep the PAO fully briefed on current situations which may be newsworthy? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No			
(1) Does the PAO report directly to the commander on public affairs matters? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No			
(2) Does the PAO concentrate most of his/her efforts toward CMP goals and other departmental concerns? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No			
(3) Does the PAO review the CMP quarterly? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No			
(4) What action does the commander initiate when the goals of the CMP are not adequately addressed? This Facility has not experienced any problems with the Strategic Plan and meeting it's goals.			
(5) Is the PAO addressing issues assigned to him/her in a timely manner? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No			
c. Is the commander involved in public contacts? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No			
(1) Is membership maintained in a service club, safety council, etc.? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No			

AREA MANAGEMENT EVALUATION
Chapter 8
PUBLIC REACTION

(2) Does the commander accept regular speaking engagements, or are these delegated to subordinates?

Depends on the subject matter. For Department matters or CHP matters in general the Commander will handle. For commercial industry specific matters the Commander will utilize the experience of his subordinates.

(a) If experience is lacking, is the commander doing anything to correct this? ☒ Yes ☐ No

(3) Are supervisors involved in the community? ☒ Yes ☐ No

(a) Do they make public appearances? ☒ Yes ☐ No

(b) Is training provided for those who lack experience? ☒ Yes ☐ No

(4) Are all supervisors aware of CMP goals and the approach the public affairs program has taken towards them? ☒ Yes ☐ No

(a) Are action steps being addressed in a timely manner? ☒ Yes ☐ No

d. Are all employees encouraged to participate in public affairs programs? ☒ Yes ☐ No

(1) Are employees given appropriate recognition for their involvement in community activities which enhance the image of the Department? ☒ Yes ☐ No

COMMENTS

2. (A) (1): Compliments far exceed complaints. Chowchilla River Inspection Facility personnel have not received a citizens complaint in over two years.

3. (C): The Commander implemented a project to specifically combat the problem of commercial drivers attempting to circumvent the inspection process by navigating routes around the Inspection Facility.

3. (D): Commercial vehicle / industry press releases that directly effect drivers and commercial carriers are copied and distributed. Additionally, the Facility works very closely with the Central Division Commercial Industry Education Program Officer to ensure information is properly disseminated.

4. The Chowchilla River Inspection Facility has no direct responsibility for schools, this matter is normally handled by the Merced and Madera Area. However, Facility personnel do assist in the Sober Graduation proceedings at Chowchilla High School and participate in seatbelt education for Le Grand and Chowchilla High School's. Facility management is exploring proactive ways to become more involved in the local community, with the assistance of the Merced Area.

5. (a): There are specific commercial industry problems that can be adressed by utilizing the Public Affairs Program. By sharing updated commercial related laws, facilitaing meetings with commercial carriers and training commercial drivers, the Facility's Public Affairs Program strives to promote good industry relations.

5. (a) (1): The Public Affairs Program is more focused toward the commercial industry than in most Area offices. As outlines in HPM 82.6, Chapter 1, the Facility consentrates our resources on promoting good relations with the commercial industry and educating the general public on commercial matters. In the course of operations different groups of the community will benefit from our public affairs details, but generally the vast majority of the public we reach are involved in commercial operations.


AREA MANAGEMENT EVALUATION

PUBLIC REACTION

CHP 453H (Rev. 5-06) OPI 009

AREA	DIVISION	NUMBER
Modesto	Central	465-08-001
EVALUATED BY	DATE	
Sergeant G. Crabb, ID 11316	08/12/2008	

INSTRUCTIONS: Indicate items reviewed by placing a check in the "Evaluated" box and/or the "Action Required" box. If this form is used as a Correction Report, the "Correction" box should be initialed and dated as deficiencies are corrected. Answer individual items with "yes" or "no" answers, or fill in the blanks as indicated. If additional comments are necessary, the information can be placed on the CHP 454, Area Management Evaluation Supplement. The Supplement should include significant findings, accomplishments or corrective actions, unresolved items, problems or progress, and the evaluator's overall impressions. This form can be completed in pen or pencil, and the Supplement can be handwritten if desired.

TYPE OF EVALUATION		SUSPENSE DATE	
<input checked="" type="checkbox"/> Formal Evaluation	<input type="checkbox"/> Informal Evaluation		
FOLLOW-UP REQUIRED		COMMANDER'S REVIEW	DATE
<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No		8.13.8
BY			
I. COMMUNITY OPINION		EVALUATED	ACTION REQUIRED
		Yes	No

a. How does the community as a whole feel about the Department? In general, the public perceives the California Highway Patrol as a professional organization. Employees generally receive very positive comments when conversing with the public.

(1) Do all sectors of the community have the same opinion? ☒ Yes ☐ No

b. Has good rapport been established with leaders within the community? ☒ Yes ☐ No

c. Do people believe the Department represents their best interests? ☒ Yes ☐ No

d. Does the Department have the reputation of impartially enforcing laws? ☒ Yes ☐ No

e. Do people in the community feel the Department is doing a good job? ☒ Yes ☐ No

f. How does the reputation of the Department compare with other agencies in the area? Based on local media and public opinion articles, the Area is well respected and rarely receives negative publicity when compared to other local agencies.

THE OFFICER AND PUBLIC CONTACTS	EVALUATED	ACTION REQUIRED	CORRECTED
	Yes	No	

a. What procedures have been established to handle positive and/or negative comments by pleased/displeased motorists?

Supervisors usually speak with each motorist who contacts the Area. Each comment is discussed with the appropriate employee.

(1) What is the ratio of compliments to complaints? Approximately five compliments to every complaint.

(2) Does it appear officers are making successful public contacts? ☒ Yes ☐ No

(3) Is recognition given to the complimented officers? ☒ Yes ☐ No

(a) How? Given the circumstances of the compliment, the appropriate written documentation is prepared by an Area supervisor.

(4) Has an effort been made to determine why some officers are more successful at positive public contacts? ☒ Yes ☐ No

(5) Are officers with patterns of complaints provided with corrective training and direction? ☒ Yes ☐ No

b. Based on information from the public appearing at the Area office to clear citations, what is the general opinion of Area officers?

Motorists generally appreciate the fact the Area officer issued them a correctable citation. Furthermore, motorists routinely compliment the Area for having an officer available to sign off their citation and for not charging an administrative fee.

(1) What is the opinion of the public appearing at court regarding Area officers? The Area has rarely received a complaint against an officer regarding his/her testimony over the past several years. Area officers are held accountable to appear as ordered by subpoena, unlike allied agency officers. Overall, the public opinion in this area appears to be positive.

01/01 - 11/11/11

AREA MANAGEMENT EVALUATION

PUBLIC REACTION

CHP 453H (Rev. 5-06) OPI 009

(2) What, if any, other methods are utilized to determine public opinion of Area officers?

The Area requested and

received approximately 75 community evaluations completed by the public in August of 2007.

3. NEWS MEDIA	EVALUATED Yes	ACTION REQUIRED No	CORRECTED
a. Have guidelines been established to foster harmonious relations with the new media?			<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
(1) Does the media treat the Department favorably?			<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
(2) Are media representatives satisfied with their relationship with the Department?			<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
(a) Has good rapport been established between Area personnel and the media?			<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
(3) Have personnel emphasized the Strategic Plan goals when possible and applicable?			<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
b. Have procedures been established for the routine dissemination of accident/incident information?			<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
(1) Is "Code 20" or a similar device used for more spectacular incidents?			<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
(a) How are other kinds of news information disseminated to the media?			A CHP 288 (Press Release) is completed for each major incident. Additionally, Area personnel will provide information by phone, FAX or e-mail upon request.
c. Are there specially prepared and coordinated programs to handle specific traffic problems?			<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
(1) Are multi-lingual programs emphasized?			<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
(2) Are public affairs press releases distributed to the public in a timely manner?			<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
(3) Is there adequate media involvement at local Area events?			<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
d. How are releases produced by headquarters distributed?			Headquarter releases are sent via FAX or e-mail to requesting agencies or citizens.
(1) Is there follow-up to ensure releases are received in a timely manner, and meet the needs of the media?			<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
(2) Who is responsible to monitor the media for items concerning the Department?			Modesto Area Public Information Officer T. Killian, ID 10246.
(a) Are significant items sent to headquarters?			<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
(3) Are harmonious relations established and maintained with the media by the PAO?			<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
(4) Are strategic goals emphasized at PAO/TMC activities?			<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No

SCHOOLS	EVALUATED Yes	ACTION REQUIRED No	CORRECTED
a. Has the commander identified problems that should be resolved through the public affairs program?			<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
(1) Who supervises the program?			<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
(2) Is preplanning evident in the school program?			<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
(3) Is the program designed and directed toward the solution of specific problems?			<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
(4) Are activities discussed and planned with school administrators?			<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
(5) Has the program been approved by the commander?			<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No

AREA MANAGEMENT EVALUATION

PUBLIC REACTION

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(6) Does the program follow departmental priorities?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
(7) Are all grade levels included?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
(8) How is the success of the program measured?	The success of the program is measured by feedback from the media, parents, students, teachers, school officers and school officials.	
(9) Is it successful?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
(10) Are activities coordinated in conjunction with Division recruitment efforts?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No

i. PUBLIC AFFAIRS PROGRAM

	EVALUATED Yes	ACTION REQUIRED No	CORRECTED
a. Has the commander identified problems that should be resolved through the Public Affairs Program?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No	
(1) Does the Public Affairs Program reach all appropriate groups within the community?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No	
(2) Are ethnic groups' problems considered?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No	
(3) Are bilingual officers utilized?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No	
(4) Is the current Strategic Plan emphasized when and where appropriate?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No	
b. Does the commander keep the PAO fully briefed on current situations which may be newsworthy?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No	
(1) Does the PAO report directly to the commander on public affairs matters?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No	
(2) Does the PAO concentrate most of his/her efforts toward strategic goals other departmental concerns?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No	
(3) Does the PAO review the Strategic Plan quarterly?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No	
(4) What action does the commander initiate when the goals of the Strategic Plan are not adequately addressed?	The goals outlined in the strategic plan are personally discussed with each employee by the Area Commander. In the event a goal was not adequately addressed, the Area Commander would personally discuss the inadequacy with each employee.		
(5) Is the PAO addressing issues assigned to him/her in a timely manner?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No	
c. Is the commander involved in public contacts?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No	
(1) Is membership maintained in a service club, safety council, etc.?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No	
(2) Does the commander accept regular speaking engagements, or are these delegated to subordinates?	The Area Commander routinely accepts speaking engagements when available. When the Area commander is unavailable, he will assign the speaking engagement to the appropriate employee, ie. Lieutenant, supervisor, CAT officer, PIO, etc.		
(a) If experience is lacking, is the commander doing anything to correct this?	<input type="checkbox"/> Yes	<input type="checkbox"/> No	
(3) Are supervisors involved in the community?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No	
(a) Do they make public appearances?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No	
(b) Is training provided for those who lack experience?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No	
(4) Are all supervisors aware of strategic goals and the approach the public affairs program has taken towards them?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No	
(a) Are action steps being addressed in a timely manner?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No	

AREA MANAGEMENT EVALUATION**PUBLIC REACTION**

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d. Are all employees encouraged to understand and participate in public affairs programs?☒ Yes☐ No

(1) Are employees given appropriate recognition for their involvement in community activities which enhance the image of the Department?

☒ Yes☐ No

(2) Are employees aware of the Department's Mentor Program as described in Management Memorandum 05-013, California Highway Patrol Youth Mentor Program?

☒ Yes☐ No

308-171

M e m o r a n d u m

Date: March 3, 2008

To: Visalia Area Sergeants

From: **DEPARTMENT OF CALIFORNIA HIGHWAY PATROL**
Visalia Area

File No.: 480.10194.11707

Subject: CHAPTER INSPECTION ASSIGNMENTS

Visalia Area is responsible for conducting even-numbered Chapter Inspections during this even-numbered year. Your specific assignments are as follows:

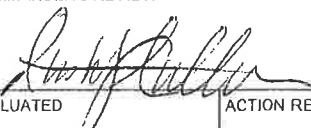
S-5 will complete Chapter 2, Area Procedures and Local Order no later than March 30.
S-4 will complete Chapter 4, Facility Maintenance and Security no later than April 30.
S-1 will complete Chapter 6, Fleet Management no later than May 31.
S-3 will complete Chapter 8, Public Reaction no later than June 30.
S-2 will complete Chapter 14, Communications Systems no later than August 30.
S-5 will complete Chapter 16, Emergency Incident Mgmt. Planning by September 30.
S-4 will complete Chapter 18, Affirmative Action, no later than October 30.

Remember, per division, this is not to be a writing exercise. If everything is in order simply check the boxes. Please contact Lieutenant J. Kahn if you have any questions.


S. J. SULLIVAN, Captain
Commander

AREA Visalia	DIVISION Central	NUMBER 480
EVALUATED BY Sgt. C. Mosley		DATE 06/25/2008

INSTRUCTIONS: Indicate items reviewed by placing a check in the "Evaluated" box and/or the "Action Required" box. If this form is used as a Correction Report, the "Correction" box should be initialed and dated as deficiencies are corrected. Answer individual items with "yes" or "no" answers, or fill in the blanks as indicated. If additional comments are necessary, the information can be placed on the CHP 454, Area Management Evaluation Supplement. The Supplement should include significant findings, accomplishments or corrective actions, unresolved items, problems or progress, and the evaluator's overall impressions. This form can be completed in pen or pencil, and the Supplement can be handwritten if desired.

TYPE OF EVALUATION <input type="checkbox"/> Formal Evaluation <input checked="" type="checkbox"/> Informal Evaluation		SUSPENSE DATE 06/30/2008	
FOLLOW-UP REQUIRED <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No		BY _____	
<input type="checkbox"/> Correction Report		COMMANDER'S REVIEW 	
DATE 6-26-08		CORRECTED	
COMMUNITY OPINION		EVALUATED 06-24-2008	ACTION REQUIRED None

a. How does the community as a whole feel about the Department? The community has a positive perception of the Department due to an increased presence.

(1) Do all sectors of the community have the same opinion? ☒ Yes ☐ No

b. Has good rapport been established with leaders within the community? ☒ Yes ☐ No

c. Do people believe the Department represents their best interests? ☒ Yes ☐ No

d. Does the Department have the reputation of impartially enforcing laws? ☒ Yes ☐ No

e. Do people in the community feel the Department is doing a good job? ☒ Yes ☐ No

f. How does the reputation of the Department compare with other agencies in the area? The Department is perceived as more approachable and accessible.

THE OFFICER AND PUBLIC CONTACTS	EVALUATED 06-24-2008	ACTION REQUIRED None	CORRECTED
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a. What procedures have been established to handle positive and/or negative comments by pleased/displeased motorists? They are reviewed by Area personnel and followed-up upon as necessary.

(1) What is the ratio of compliments to complaints? Positive comments far outnumber complaints.

(2) Does it appear officers are making successful public contacts? ☒ Yes ☐ No

(3) Is recognition given to the complimented officers? ☒ Yes ☐ No

(a) How? By review and inclusion into the employee's service record.

(4) Has an effort been made to determine why some officers are more successful at positive public contacts? ☒ Yes ☐ No

(5) Are officers with patterns of complaints provided with corrective training and direction? ☒ Yes ☐ No

b. Based on information from the public appearing at the Area office to clear citations, what is the general opinion of Area officers? Personnel are considered positive and professional.

(1) What is the opinion of the public appearing at court regarding Area officers? Positive and professional.

AREA MANAGEMENT EVALUATION

PUBLIC REACTION

CHP 453H (Rev. 5-06) OPI 009

(2) What, if any, other methods are utilized to determine public opinion of Area officers?

Personal contact.

3. NEWS MEDIA

EVALUATED
06-25-2008

ACTION REQUIRED
None

CORRECTED

a. Have guidelines been established to foster harmonious relations with the new media?

☒ Yes ☐ No

(1) Does the media treat the Department favorably?

☒ Yes ☐ No

(2) Are media representatives satisfied with their relationship with the Department?

☒ Yes ☐ No

(a) Has good rapport been established between Area personnel and the media?

☒ Yes ☐ No

(3) Have personnel emphasized the Strategic Plan goals when possible and applicable?

☒ Yes ☐ No

b. Have procedures been established for the routine dissemination of accident/incident information?

☒ Yes ☐ No

(1) Is "Code 20" or a similar device used for more spectacular incidents?

☒ Yes ☐ No

(a) How are other kinds of news information disseminated to the media?

Through contact by the Area PAO and

through press releases.

c. Are there specially prepared and coordinated programs to handle specific traffic problems?

☒ Yes ☐ No

(1) Are multi-lingual programs emphasized?

☒ Yes ☐ No

(2) Are public affairs press releases distributed to the public in a timely manner?

☒ Yes ☐ No

(3) Is there adequate media involvement at local Area events?

☒ Yes ☐ No

d. How are releases produced by headquarters distributed?

They are immediately forwarded to local media.

(1) Is there follow-up to ensure releases are received in a timely manner, and meet the needs of the media?

☒ Yes ☐ No

(2) Who is responsible to monitor the media for items concerning the Department?

PAO and Area Supervisors.

(a) Are significant items sent to headquarters?

☒ Yes ☐ No

(3) Are harmonious relations established and maintained with the media by the PAO?

☒ Yes ☐ No

(4) Are strategic goals emphasized at PAO/TMC activities?

☒ Yes ☐ No

4. SCHOOLS

EVALUATED
06-24-2008

ACTION REQUIRED
None

CORRECTED

a. Has the commander identified problems that should be resolved through the public affairs program?

☒ Yes ☐ No

(1) Who supervises the program?

☒ Yes ☐ No

(2) Is preplanning evident in the school program?

☒ Yes ☐ No

(3) Is the program designed and directed toward the solution of specific problems?

☒ Yes ☐ No

(4) Are activities discussed and planned with school administrators?

☒ Yes ☐ No

(5) Has the program been approved by the commander?

☒ Yes ☐ No

AREA MANAGEMENT EVALUATION

PUBLIC REACTION

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(6) Does the program follow departmental priorities?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
(7) Are all grade levels included?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
(8) How is the success of the program measured?	Through feedback from school administrators.	

(9) Is it successful?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
(10) Are activities coordinated in conjunction with Division recruitment efforts?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No

i. PUBLIC AFFAIRS PROGRAM

EVALUATED
06-25-2008

ACTION REQUIRED
None

CORRECTED

a. Has the commander identified problems that should be resolved through the Public Affairs Program?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
(1) Does the Public Affairs Program reach all appropriate groups within the community?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
(2) Are ethnic groups' problems considered?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
(3) Are bilingual officers utilized?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
(4) Is the current Strategic Plan emphasized when and where appropriate?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
b. Does the commander keep the PAO fully briefed on current situations which may be newsworthy?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
(1) Does the PAO report directly to the commander on public affairs matters?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
(2) Does the PAO concentrate most of his/her efforts toward strategic goals other departmental concerns?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
(3) Does the PAO review the Strategic Plan quarterly?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
(4) What action does the commander initiate when the goals of the Strategic Plan are not adequately addressed?	Appropriate corrective action is immediately initiated.	

(5) Is the PAO addressing issues assigned to him/her in a timely manner?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
c. Is the commander involved in public contacts?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
(1) Is membership maintained in a service club, safety council, etc.?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
(2) Does the commander accept regular speaking engagements, or are these delegated to subordinates?	The commander is involved in regular speaking forums within the local community.	

(a) If experience is lacking, is the commander doing anything to correct this?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
(3) Are supervisors involved in the community?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
(a) Do they make public appearances?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
(b) Is training provided for those who lack experience?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
(4) Are all supervisors aware of strategic goals and the approach the public affairs program has taken towards them?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
(a) Are action steps being addressed in a timely manner?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No

AREA MANAGEMENT EVALUATION

PUBLIC REACTION

CHP 453H (Rev. 5-06) OPI 009

d. Are all employees encouraged to understand and participate in public affairs programs?☒ Yes☐ No

(1) Are employees given appropriate recognition for their involvement in community activities which enhance the image of the Department?

☒ Yes☐ No

(2) Are employees aware of the Department's Mentor Program as described in Management Memorandum 05-013, California Highway Patrol Youth Mentor Program?

☒ Yes☐ No
